**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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**University Examinations 2016/2017**

FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE BACHELOR OF COPERATIVE MANAGEMENT, BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT, BACHELOR OF BUSINESS ADMINISTRATION, BACHELOR OF SCIENCE IN ECONOMICS, BACHELOR OF COMMUNITY HEALTH DEVELOPMENT, BACHELOR OF HEALTH SYSTEMS AND MANAGEMENT, BACHELOR OF SCIENCE IN AGRICULTURAL EXTENSION AND EDUCATION, BACHELOR OF SCIENCE IN HORTICULTURE, BACHELOR OF SCIENCE IN ANIMAL HEALTH PRODUCTION, BACHELOR OF AGRIBUSINESS MANAGEMENT

BACHELOR OF SCIENCE IN AGRICULTURE, BACHELOR OF SCIENCE IN PUBLIC HEALTH, BACHELOR OF SCIENCE IN FOOD SCIENCE MANAGEMENT, BACHELOR OF SCIENCE IN HUMAN NUTRITION AND DIETETICS, BACHELOR OF SCIENCE IN FOOD SCIENCE AND TECHNOLOGY

**UCU 3102: COMMUNICATION SKILLS**

**DATE: DECEMBER 2016 TIME: 2 HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two***questions.

**QUESTION ONE (30 MARKS)**

Last semester Jairo, a second year student was caught copying from his lecture notes which he had smuggled into the exam room. This is contrary to the examination rules of the University. The case was forwarded to the disciplinary committee. Jairo now faces a disciplinary action and the result is likely to be serious. He has confided in you that he normally has a problem in following lectures, reading and understanding the lecture notes which heightens his anxiety during the examination period.

1. As a concerned friend, explain to Jairo five steps he would use to enhance listening to lectures (10 marks)
2. Suggest to Jairo guidelines to follow to overcome his anxiety during examination period

(10 marks)

1. Explain how Jairo should use SQ3R reading formula to extract information from lecture notes and other sources (10 marks)

**QUESTION TWO (20 MARKS)**

1. Discuss five possible causes of communication breakdown (10 marks)
2. Explain five ways through which visual aids can make a presentation interesting (10 marks)

**QUESTION THREE (20 MARKS)**

Kimathi is a 3rd year student who picked five library books ready to read for an assignment. The following are details of the books.

1. Clay, Marie M (1972) Reading: the patterning of complex behavior, London: Heinemann Education.
2. Mugenda, M O and Mugenda, A.G (1999) Research Methods: quantitative and qualitative methods. Nairobi. Acts press.
3. Kenya, Ministry of Health (1994) Basic Health libraries: An information Management Handbook. Nairobi. African Medical Research Foundation.
4. Bush, T et al(ends) (1980) Approaches to School Management London. Harpes and Rao publishers.
5. Turwer, C. (1987) Organizing Information. London. Clive Bingley
6. Analyze each of the itemized references above identifying the following (15 marks)
7. Author
8. City of publication
9. Publisher
10. Advice Kimathi on five key points to consider when selecting reading materials (5 marks)

**QUESTION FOUR (20 MARKS)**

1. State five principles of communication (5 marks)
2. Explain five ways of how a presenter can overcame the fear of public speaking (5 marks)
3. Briefly discuss how communication is an important aspect of an organization (10 marks)

**QUESTION FIVE (20 MARKS)**

1. Briefly explain why communication is considered a cyclic process (4 marks)
2. Discuss four factors that would influence your choice of a communication medium (8 marks)
3. Explain the four characteristics of a well written paragraph (8 marks)