



MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

UCU100: COMMUNICATION SKILLS

SUPPLEMENTARY EXAMINATIONS- January - 2021

INSTRUCTIONS: ANSWER QUESTIONS ONE AND ANY OTHER TWO.

- 1a) Explain FIVE elements of communication. (10 marks)
- b) Discuss FOUR levels of communication. (12 marks)
- c) Define communication (2marks)
- d) Audience demographics need to be considered in order to ensure effective communication. Justify this statement. (6 marks)
- 2 a) Communication is a continuous process. Discuss (10 marks)
- b) Explain FOUR types of reading specifying when each type can be used. (10 marks)
3. a). Explain
- i. the importance of body language in communication. (4marks)
- ii, Barriers to good listening (4mks)
- iii. THREE barriers of communication. (6mks)
- iii. FOUR types of listening specifying when each type is used. (6marks)
4. a) Discuss THREE models of communication giving specific illustrations and their relevance to you as a university student:
- i. Wilbur Schramm model
- ii. Osgood model. (20 marks)

5a) You want to form a study group. Explain FIVE factors you would consider when forming the group. (10 marks)

b) Describe FIVE types of libraries (10marks)

END