



MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)
University Examinations for 2013/2014

SCHOOL OF HUMANITIES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

**Examination for Certificate in Hospitality and Tourism, Fashion and Design, Business
Management, Building and Civil Engineering**

COMMUNICATION SKILLS

Date: 28/7/2014

Time: 2 Hours

INSTRUCTIONS:

- (i) This paper contains FOUR Questions
 - (ii) Answer question ONE and any other TWO Questions
-
1. (a) Define the term “effective communication”. (10 marks)
 - (b) Explain ten principles for effective communication. (20 marks)
 - (c) State four factors that dictate the types of communication that to be preferred. (4 marks)
 - (d) Explain how language is a barrier to effective communication. (4 marks)
 2. (a) State FOUR reasons why listening is a good strategy for effective communication. (8 marks)
 - (b) Explain SIX ways by which one can improve his/her listening skills. (12 marks)
 3. (a) State four reasons why reading widely is recommended for college students. (8 marks)
 - (b) Explain SIX reading strategies that can be adapted for effective learning. (12 marks)
 4. (a) List FOUR writing styles that one may adopt for publications. (4 marks)
 - (b) (i) Explain TWO reasons why it is important to acquire polished writing skills. (4 marks)
 - (ii) Outline FOUR strategies for improving your writing. (8 marks)
 - (c) Explain TWO differences between formal and informal reports. (4 marks)