



MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

FIRST YEAR SUPPLEMENTARY EXAMINATION FOR DEGREE IN

BACHELOR OF SCIENCE (TELECOMMUNICATION AND INFORMATION TECHNOLOGY)

BACHELOR OF SCIENCE (ELECTRICAL AND ELECTRONICS ENGINEERING)

BACHELOR OF SCIENCE (AGRICULTURAL EDUCATION AND EXTENSION)

BACHELOR OF SCIENCE (HOSPITALITY AND TOURISM MANAGEMENT)

BACHELOR OF SCIENCE (MATHEMATICS AND COMPUTER SCIENCE)

BACHELOR OF ARTS (GENDER AND COMMUNITY DEVELOPMENT)

BACHELOR OF SCIENCE (APPLIED PHYSICS AND TECHNOLOGY)

BACHELOR OF EDUCATION (EARLY CHILDHOOD EDUCATION)

BACHELOR OF SCIENCE (FASHION DESIGN AND MARKETING)

BACHELOR OF SCIENCE (AGRIBUSINESS MANAGEMENT)

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY)

BACHELOR OF SCIENCE (MECHANICAL ENGINEERING)

BACHELOR OF ARTS (COUNSELLING PSYCHOLOGY)

BACHELOR OF ARTS (PUBLIC ADMINISTRATION)

BACHELOR OF SCIENCE (ACTUARIAL SCIENCE)

BACHELOR OF SCIENCE (APPLIED CHEMISTRY)

BACHELOR OF SCIENCE (COMPUTER SCIENCE)

BACHELOR OF SCIENCE (CIVIL ENGINEERING)

BACHELOR OF EDUCATION (SPECIAL NEEDS)

BACHELOR OF ECONOMICS AND STATISTICS

BACHELOR OF SCIENCE (PUBLIC HEALTH)

BACHELOR OF ECONOMICS AND FINANCE

BACHELOR OF SCIENCE (MATHEMATICS)

BACHELOR OF EDUCATION (SCIENCE)

BACHELOR OF SCIENCE (BIOLOGY)

BACHELOR OF EDUCATION (ARTS)

BACHELOR OF ECONOMICS

BACHELOR OF COMMERCE

BACHELOR OF ARTS

UCU 100: COMMUNICATION SKILLS

DATE: 9/8/2021

TIME: 2:00 – 4:00 PM

INSTRUCTIONS:

Answer question ONE and any other TWO of your choice

1. a) Define the following:
 - i. Encoding (1 mark)
 - ii. Channel (1 mark)
 - iii. Feedback (1 mark)
 - iv. Barriers (1 mark)
 - v. Decoding (1 mark)
- b) Discuss the considerations you will make when choosing:
 - i. The participants in a study group
 - ii. Study schedule
 - iv. Place of study (15 marks)
- c) Give **three** reasons why you would not normally give a group of children the same presentations as the one you would deliver to an adult audience. (10 marks)
2. a) Demonstrate the relevance of the SQ3R reading technique to a university student (10 marks)
- b) Discuss any **three** types of reading and state when each type can be used (10 marks)
3. a) Describe FOUR barriers to effective listening and outline possible ways of overcoming them (14 marks)
- b) Outline **four** poor reading habits and suggest possible solutions (6 marks)
4. a) State why university students need to study communication skills as a course (5 marks)
- b) Differentiate between the following types of listening;
 - i. biased and pretentious listening
 - ii. empathetic and sympathetic listening
 - iii. content and critical listening (15 marks)
5. Social media is an effective way of communication among university students. Justify this assertion (20 marks)