



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
Faculty of Engineering & Technology
Faculty of Applied and Health Sciences

DIPLOMA CLASSES

BMC 2107: COMMUNICATION SKILLS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
 - i) Principles of communication (2 marks)
 - ii) Channel noise (2 marks)
 - iii) Semantic barrier of communication (2 marks)
 - iv) Intrapersonal communication (2 marks)
 - v) Open door policy (2 marks)
- b) State any **FOUR** importances of communication. (4 marks)
- c) Highlight any **FOUR** limitations of oral communication. (4 marks)
- d) Explain any **FIVE** measures to overcome the barriers to communication. (5 marks)
- e) Outline **FIVE** features of a curriculum vitae. (5 marks)
- f) Differentiate between formal and informal communication. (2 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Discuss any **FIVE** psychological barriers to effective communication. (10 marks)
- b) With an illustration of diagram, discuss the process of communication. (10 marks)

QUESTION 3

- a) Most people are poor public speakers. Discuss **FIVE** points on how one can improve their speaking skills. (10 marks)
- b) State and explain **FIVE** essential qualities of a formal letter. (10 marks)

QUESTION 4

- a) Discuss any **FIVE** points for kind of preparation you would recommend for an interviewee before the day of the interview. (10 marks)
- b) Explain any **FIVE** barriers to effective listening. (10 marks)

QUESTION 5

- a) Discuss the **THREE** stages of interpersonal communication. (6 marks)
- b) Describe any **FIVE** roles of a Public Relation Officer in an organization. (10 marks)
- c) Explain any **FOUR** factors to be considered when selecting a communication channel. (4 marks)