



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 while giving examples:
i) Channel
ii) External communication
iii) Grapevine
iv) Non-verbal communication
v) Principles of communication. **(10 marks)**
- b) State **FIVE** importance of communication. **(5 marks)**
- c) Discuss any **FIVE** factors to be considered when choosing communication media. **(5 marks)**
- d) Explain any **THREE** reasons why most organizations prefer to use written communication over verbal communication. **(6 marks)**
- e) State any **FOUR** elements of communication. **(4 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain **FIVE** principles of effective communication. **(10 marks)**
- b) Discuss any **FIVE** points on how an interviewee is expected to conduct himself/herself during a panel of interviewers. **(10 marks)**

QUESTION 3

- a) Discuss **FIVE** importance of listening in an organization. **(10 marks)**
- b) Identify and explain **FIVE** characteristics of a good oral communication. **(10 marks)**

QUESTION 4

- a) Identify and discuss the limitations of upward communication in an organization. **(8 marks)**
- b) Discuss the **SIX** vital parts expected in the minutes of a staff's first meeting. **(12 marks)**

QUESTION 5

- a) Discuss **FIVE** psychological barriers to effective communication. **(10 marks)**
- b) Discuss the **THREE** stages of interpersonal communication. **(9 marks)**