



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

**UNIVERSITY EXAMINATIONS FOR DEGREE PROGRAMMES**

**BMC 4107: 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*
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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Juma recently opened a medium-sized business enterprise. He knows that business letters form a bulk of an office's paperwork. Advice Juma on the attributes of a good business letter. **(4 marks)**
- b) Under what circumstances is a memorandum applicable in an organization? **(4 marks)**
- c) Briefly describe the following concepts as used in communication:
  - i) Non-verbal cues
  - ii) Feedback **(4 marks)**
- d) Describe the type of information found from the following reference books/materials:
  - i) Hansard
  - ii) Business **(4 marks)**

- e) Highlight **FIVE** factors that should be borne in mind when choosing a means of communication. **(5 marks)**
- f) Differentiate between electronic and print media. **(3 marks)**
- g) Describe **FOUR** merits of using social media in organizational communication today. **(6 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

- a) Write short notes on the following reading techniques:
  - i) Skimming
  - ii) Scanning **(10 marks)**
- b) Humans are social beings and spend much of their time together. Highlight **FIVE** merits of effective interpersonal communication. **(10 marks)**

**QUESTION 3**

- a) You have been asked to write an article on the 'Political and economic state of Kenya'. Select **TWO** reference sources that you would use in this piece of information. Highlight the reason for your choice. **(10 marks)**
- b) A knowledge of the principles of effective communication is significant to any aspiring organization. Discuss. **(10 marks)**

**QUESTION 4**

- a) You are the Health and Safety Manager of an Electronic Company in town. What **TWO** kind of communication would you use to make sure that your staff are fully aware of the need for safety at work. Give your reasons. **(10 marks)**
- b) It is the Chairman's role to conduct a meeting effectively. What other roles do the Chairman perform? **(10 marks)**

**QUESTION 5**

Job interviews are significant for any aspiring organization.

- a) Briefly explain the role of the interviewer in ensuring success of an interview session. **(10 marks)**
- b) An interviewee also has a role to play in job interviews effectiveness, discuss. **(10 marks)**