



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

## ***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION I  
(PRINT & BROADCAST)

### **MC 404: COMMUNICATION SKILLS**

END OF SEMESTER EXAMINATIONS

**SERIES:** SEPTEMBER/OCTOBER 2011

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- Question **ONE** is **Compulsory**.
- Answer any other **TWO** questions.

### **QUESTION 1 (Compulsory)**

- a) You have been invited to give a talk at Mombasa Polytechnic on the importance of good hygiene. Identify any **TEN** factors that would affect your effective communication. **(20 marks)**
- b) “Communication is not the passing of a message from one person to another. It is not writing or speaking alone; until it is read or heard”. Explain. **(10 marks)**

### **QUESTION 2**

Discuss any **FIVE** essentials to effective communication. **(20 marks)**

### **QUESTION 3**

- a) Explain any **FIVE** points a sender should keep in mind in order to achieve effective communication. **(10 marks)**
- b) Explain any **FIVE** points a receiver should keep in mind in order to achieve effective communication. **(10 marks)**

### **QUESTION 4**

Discuss any **TEN** factors that affect choice of medium. **(20 marks)**

### **QUESTION 5**

- a) Explain the **FIVE** advantages of oral communication. **(10 marks)**
- b) Outline the **FIVE** disadvantages of oral communication. **(10 marks)**

### **QUESTION 6**

Explain the following channels of communication in an organization. **(20 marks)**

- a) Downward
- b) Upward
- c) Broadcast
- d) Horizontal
- e) Grape-vine