



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

BMC 2107: COMMUNICATION SKILLS

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

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: **(10 marks)**
- i) Dialect
 - ii) Non-verbal communication
 - iii) Report
 - iv) Communication skills
 - v) interview
- b) Identify the communication channel that would be used in the following situations and justify your answers in each.
- i) A crowd of people converged at Mombasa Municipal Stadium waiting to be addressed by political aspirants. **(2 ½ marks)**
 - ii) President Obama in the United States engaged in a conversation with his grandmother in Kogelo. **(2 ½ marks)**
- c) Ushindi Welfare group held its monthly meeting on 4th December 2011 at Dancourt hotel. Three members had asked for permission to be away while two members did not apologize for not attending the meeting. The secretary general COTU Mr. Francis Atwoli attended the meeting. The issue of registering the welfare group with the Ministry of Cooperatives was extensively discussed. New office bearers were also being sworn in on the same day. This is the groups' second meeting. Assuming you are the secretary of the meeting, compile the minutes. **(15 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

Explain any **FIVE** advantages and **FIVE** disadvantages of written communication. **(15 marks)**

QUESTION 3

Discuss the steps to be followed when planning and conducting a successful meeting. **(15 marks)**

QUESTION 4

Describe the process of communication. **(15 marks)**

QUESTION 5

- a) Non verbal cues can play different roles in communication. Explain **FIVE** roles. **(10 marks)**
- b) State **FIVE** essentials for effective communication. **(5 marks)**