



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMC)

COMMUNICATION SKILLS

MODULE I EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions.
2. Answer **FIVE** questions.
3. Question **ONE** is compulsory.

- Q.1 (a) Define the following terms:
- (i) Microfilming
 - (ii) Communication
 - (iii) Encoding
 - (iv) Interview
 - (v) Filing (10 marks)
- (b) Explain **FIVE** importance of communication. (10 marks)
- Q.2 Nearly all interviews require advance preparations. Discuss. (20 marks)
- Q.3 (a) Define the term “Memorandum”. (2 marks)
- (b) Explain **FOUR** types of interviews. (8 marks)
- (c) Non-verbal communication is a powerful tool in communication. State the types of non-verbal communication. (10 marks)
- Q.4 Discuss the merits and demerits of grapevine communication. (20 marks)
- Q.5 (a) Explain any **FIVE** steps of written communication. (10 marks)
- (b) State **FIVE** methods of classifying documents in filing. (10 marks)
- Q.6 Despite the best efforts and the strongest facilitator, meetings can quickly spin out of control. Discuss the pitfalls that beset meetings. (20 marks)
- Q.7 Discuss the barriers to effective communication and explain how to overcome them. (20 marks)
- Q.8 (a) Explain how people communicated in the ancient times before media technology emerged. (10 marks)
- (b) State the reasons as to why most prominent people would not want to be interviewed. (10 marks)