



# THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

## *Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS COMMUNICATION

(DMC)

## COMMUNICATION SKILLS

MODULE EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2½ HOURS

### INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions. Attempt three questions in total.
2. Question **ONE** is compulsory.
3. Answer any other **TWO** questions.

- Q.1 (a) Define the following terms:
- (i) Communication skills
  - (ii) Channel
  - (iii) Grapevine
  - (iv) Interpersonal communication
  - (v) Recruitment interview
- (b) State **FIVE** barriers to effective communication. (10 marks)
- Q.2 Discuss the factors to be considered when selecting/choosing communication media. (20 marks)
- Q.3 (a) Explain the essentials of effective communication. (10 marks)
- (b) Distinguish between the interviewer and interviewee. (10 marks)
- Q.4 (a) State any **FIVE** methods of storing and retrieving information. (10 marks)
- (b) Explain the process of setting up a filing system. (10 marks)
- Q.5 (a) Explain any **FIVE** advantages of written communication. (10 marks)
- (b) Outline any **FIVE** attributes of informal communication. (10 marks)
- Q.6 Discuss the steps to be followed when planning and conducting a successful meeting. (20 marks)
- Q.7 (a) Discuss the basic features present in reports. (10 marks)
- (b) State **FIVE** disadvantages of grapevine communication. (10 marks)
- Q.8 Describe the process of communication. (20 marks)