



# TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES Select Faculty/School/Institute

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4107 COMMUNICATION SKILLS

Type unit code Type unit name. **END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER, 2016** Select series Pick year

**TIME: TWO** Choose hours **HOURS**

**DATE:** Pick Date Select Month **PAPER ONE**

## Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of TWO SECTION, SECTION "A" COMPLUSORY:

ATTEMPT ALL THE QUESTIONS,

SECTION "B" ATTEMPT ANY TWO QUESTIONS Choose No questions. Attempt Choose instruction.

**Do not write on the question paper.**

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## SECTION A { ALL QUESTIONS ARE COMPULSORY }

### Question ONE

- Explain any FOUR reasons that consider the audience when choosing a channel of communication 8Mks
- Courtesy is one of the key principles of communication. Explain FOUR ways through which one can display courtesy 8Mks
- State FOUR factors to consider when choosing the channel of communication 4Mks
- Non-verbal communication is a language we all speak, highlight any of its THREE advantages 6Mks
- Highlight any TWO disadvantages of non-verbal communication 4Mks

## SECTION B { ATTEMPT ANY TWO QUESTIONS }

### Question TWO

- Explain the importance of upward mobility communication in an organization 10Mks
- List FIVE obstacles that hinder effective communication from sender 5Mks
- Explain ways to overcome the possible obstacles in question {b} above 5Mks

**Question THREE**

- a. Highlight FIVE reasons that would necessitate the existence of a grapevine in an organization 10Mks
- b. Explain the effects of ineffective communication in an organization 10Mks

**Question FOUR**

- a. Explain FIVE characteristics of a good public speaker 10Mks
- b. Describe the process of communication 10Mks

**Question FIVE**

- a. Highlight any FIVE benefits of effective listening 10Mks
- b. Explain FIVE situations that would necessitate the use of oral channel of communication 10Mks