



# 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 Dec 2016

## 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

- |  |       |
|--|-------|
| a. Explain any SIX elements of communication   | 12Mks |
| b. Differentiate One-way communication from Two-way communication  | 4Mks  |
| c. Illustrate any FOUR problems experienced in vertical communication  | 8Mks  |
| d. State any THREE challenges one may face communicating or having a conversation with someone who is listening to them while watching news on television at the same time, because their chances of success are extremely limited | 6Mks  |

## SECTION B { ATTEMPT ANY TWO QUESTIONS }

### Question TWO

- |   |       |
|---|-------|
| a. Explain the importance of overcoming barriers to listening             | 10Mks |
| b. List any FIVE barriers of listening experienced in daily communication | 5Mks  |
| c. Outline any FIVE benefits of active listening                          | 5Mks  |

**Question THREE**

- a. Discuss any TEN important skills to have for effective communication to take place 10Mks
- b. Explain the importance of the 7Cs' of communication and their effectiveness 10Mks

**Question FOUR**

- a. Discuss FIVE characteristics of a good public speaker 10Mks
- b. Explain FIVE INTERVIEW TECHNIQUES 10Mks

**Question FIVE**

- a. Highlight at least TEN characteristics of an effective meeting 10Mks
- b. Explain any FIVE functions of a chairman in a meeting 10Mks