



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

CERTIFICATE IN MASS COMMUNICATION

BMC 1107: COMMUNICATION SKILLS

END OF SEMESTER EXAMINATION

SERIES:

TIME:2HOURS

DATE: Pick Date Select Month Pick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

Question ONE

- a) Describe THREE functions of communication (6mks)
- b) Define a communication process with an illustration (4mks)
- c) Explain at least FIVE elements of communication. (10mks)
- d) Define the following terms in communication:
 - i. Communication (2mks)
 - ii. Content (2mks)
 - iii. Attention (2mks)
 - iv. Integration (2mks)
 - v. Evaluation (2mks)

Question TWO

- (a) Explain grapevine communication (2mks)
- (b) Describe the FOUR basic types of grapevine communication (8mks)
- (c) Using relevant examples, explain FIVE importance of using grapevine communication. (10mks)

Question THREE

- (a) Using examples, explain SIX advantages of grapevine (12mks)
- (b) Briefly describe the upward flow of communication and the methods of communication used in it. (8mks)

Question FOUR

- (a) Define a barrier to communication (4mks)
- (b) Explain FIVE barriers to effective communication (10mks)
- (c) Describe THREE ways of overcoming barriers to communication (6mks)

Question FIVE

- (a) Describe THREE types of reading with examples
- (b) Identify FOUR advantages of listening in an organization (8mks)
- (c) Briefly describe THREE principles to effective communication (6mks)

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