



**THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**  
***FACULTY OF BUSINESS AND SOCIAL STUDIES***

**DEPARTMENT OF LIBERAL STUDIES AND COMMUNITY DEVELOPMENT**

**CERTIFICATE IN COMMUNITY DEVELOPMENT AND COUNSELING CCDC J010**

**END OF SEMESTER EXAMINATION**

**APRIL/MAY 2010 SERIES**

**: COMMUNICATION SKILLS**

**TIME: 2 HOURS**

**Instructions to Candidates**

1. Answer **ALL** Questions in Sections **A**.
2. Answer **ANY TWO** Questions in Section **B**.

**SECTION A**

:

**COMPULSORY****Question ONE**

- (a). Define communication. (2 Marks)
- (b). Why is it important to put matters in writing? (4 Marks)
- (c). Why is communication important in organizations. (2 Marks)
- (d). What is effective communication? (2 Marks)
- (e). Briefly discuss the **SEVEN** stages in the communication cycle. (14 Marks)
- (f). What is noise? (2 Marks)
- (g). Briefly discuss **TWO** communication barriers caused by the sender or receiver in organizations. (4 Marks)

**SECTION B**

:

**Answer ANY TWO Questions****Question TWO**

- (a). Briefly discuss **TWO** methods of informal communication? (4 Marks)
- (b). Briefly discuss **SEVEN** essentials of effective communication. (14 Marks)
- (c). How do psychological barriers influence communication effectiveness? (2 Marks)

**Question THREE**

- (a). Briefly discuss **SIX** principles that can enhance effective communication. (14 Marks)
- (b). Briefly discuss **FOUR** factors to consider in choosing communication media. (6 Marks)

**Question FOUR**

Briefly discuss **TEN** types of business letters. (20 Marks)