



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Applied and Health Sciences*

*Faculty of Business & Social Studies*

*Faculty of Engineering & Technology*

UNIVERSITY EXAMINATIONS

## **BMC 4107: COMMUNICATION SKILLS**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2014

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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### **SECTION A (Compulsory)**

#### **QUESTION 1**

- a) Give any **FOUR** advantages of memos in an organization. **(4 marks)**
- b) Describe any **FOUR** guidelines to be followed to ensure appropriate e-mail communication. **(4 marks)**
- c) Show any **FOUR** areas in which technology enhances productivity in communication. **(4 marks)**
- d) There are various parts of a book that guide a reader on its relevance. Highlight any **FOUR** such parts. **(4 marks)**
- e) What is the difference between the Dewey Decimal Classification and the library of Congress Classification. **(4 marks)**

f) Give **THREE** components of a paragraph that help to make it a unified structure. **(3 marks)**

g) Explain any **FIVE** poor reading habits. **(5 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

a) Discuss the 7C's that ensure that communication is coherent and easy to follow. **(14 marks)**

b) Explain why it is important for one to exercise good listening skills in communication. **(6 marks)**

**QUESTION 3**

What are the advantages of using mass communication over other types of communication? **(20 marks)**

**QUESTION 4**

Communication is a process that involves various elements for it to be complete. Discuss. **(20 marks)**

**QUESTION 5**

Explain the following types of reading and show when it is appropriate to use each one of them:

a) Scanning

b) Skimming

c) Extensive reading

d) Intensive reading

e) Light reading

**(20 marks)**