



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

*Faculty of Applied & Health Sciences*

*Faculty of Engineering & Technology*

## UNIVERSITY EXAMINATIONS

### BMC 4107: COMMUNICATION SKILLS

#### SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** JULY 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) Differentiate the following styles of reading:
- i) Intensive reading (2 marks)
  - ii) Light reading (2 marks)
  - iii) Skimming (2 marks)
  - iv) Scanning. (2 marks)
- b) Define the following terms:
- i) Listening (2 marks)
  - ii) Oral communication (2 marks)
  - iii) Written communication (2 marks)

- c) State any **FIVE** benefits of effective communication in an organization. **(5 marks)**
- d) Explain the importance of personal appearance when you present yourself for an interview. **(4 marks)**
- e) Discuss the elements of a successful communication process. **(7 marks)**

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

**QUESTION 2**

- a) Highlight **SIX** factors that you would consider when choosing a medium of communication. **(12 marks)**
- b) Describe any **FOUR** characteristics of a good Public Speaker. **(8 marks)**

**QUESTION 3**

- a) Explain **SIX** reasons that make written communication more official than any other medium of communication. **(12 marks)**
- b) Highlight any **FOUR** limitations of non-verbal communication. **(8 marks)**

**QUESTION 4**

- a) Explain any **FIVE** barriers of communication that are likely to occur between college students and their lecturers. **(10 marks)**
- b) Explain the role of a sender in enhancing the clarity of the message. **(10 marks)**

**QUESTION 5**

Listening is a skill that every good communication one should perfect. Explain **TEN** barriers that one should avoid in order to perfect this skill. **(20 marks)**