



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

*Faculty of Engineering & Technology*

*Faculty of Applied and Health Sciences*

## **CERTIFICATE CLASSES**

### **BMC 1107: COMMUNICATION SKILLS**

SUPPLEMENTARY/SPECIAL 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.***

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define the following terms:
- i) Communication
  - ii) Grapevine communication
  - iii) Listening
  - iv) Intrapersonal communication
  - v) Barriers to communication
- (10 marks)
- b) List any **FIVE** barriers to effective communication. (5 marks)
- c) Outline any **FIVE** points on how one can become a good listener. (5 marks)
- d) List any **FOUR** advantages of written communication. (4 marks)
- e) State the features of an effective business letter. (6 marks)

**SECTION B (Answer any TWO questions)**

**QUESTION 2**

- a) Explain **FIVE** factors to consider when choosing a communication channel. (5 marks)
- b) A message can flow in various directions in an organization. Name and discuss **FIVE** directions. (15 marks)

**QUESTION 3**

- a) Discuss **FOUR** advantages of grapevine communication. (8 marks)
- b) Explain any **SIX** measures that can be employed to overcome barriers to listening. (12 marks)

**QUESTION 4**

- a) Distinguish between intrapersonal and interpersonal communication. (4 marks)
- b) In communication, one needs to consider the principles required for communication to be effective. Discuss the **SIX** principles. (15 marks)

**QUESTION 5**

- a) Outline the kind of preparation you would recommend for an interviewee before the day of the interview. (10 marks)
- b) Discuss the elements of communication. (10 marks)