



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4107/HRD 2101: COMMUNICATION SKILLS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY/MARCH 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** and any other **TWO** questions
This paper consists of Two printed pages
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SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
- i) Noise (2 marks)
 - ii) Gesture (2 marks)
 - iii) Voice (2 marks)
 - iv) Feedback (2 marks)
 - v) Personal space (2 marks)
- b) Explain **FIVE** sources of noise in the process of communication. (10 marks)
- c) Outline any **FIVE** barriers caused by the receiver. (10 marks)
- d) Explain any **FIVE** challenges of vertical communication. (10 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

a) Apply the principles and skills of effective communication. **(10 marks)**

b) Identify any **FIVE** barriers of effective communication. **(5 marks)**

QUESTION 3

Describe the process of communication. **(15 marks)**

QUESTION 4

Identify formal and informal methods of transmitting messages. **(15 marks)**