



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (DMP/R 1)

DIPLOMA IN GRAPHIC DESIGN (DG 1)

DME Y1 S2/DHM S12/ELECTRICAL

COMPUTING/DAC 12S/DNH 12S/DCH 12S/DES 12S

## **BMC 2107: COMMUNICATION SKILLS**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY/MARCH 2013

**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: **(10 marks)**  
i) Communication skills  
ii) Verbal communication  
iii) Grapevine  
iv) Channel  
v) listening
- b) State **FIVE** importance of communication. **(5 marks)**
- c) Discuss **FIVE** main barriers to effective communication and provide a remedy for each. **(15 marks)**

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

## QUESTION 2

- a) Explain **FIVE** principles of effective communication. **(10 marks)**
- b) Distinguish between the interviewer and interviewee. **(6 marks)**
- c) State any **FOUR** points you need to consider when preparing for an interview. **(4 marks)**

## QUESTION 3

- a) Explain any **FIVE** advantages of written communication. **(10 marks)**
- b) Outline any **FIVE** attributes of formal communication. **(10 marks)**

## QUESTION 4

- a) Aisha is a student pursuing education in Environmental Sciences. She is to give a talk on the importance of preserving the environment. Advise her briefly on the steps to take in planning the talk. **(10 marks)**
- b) Discuss, while giving examples, **FIVE** importance of listening in communication. **(10 marks)**

## QUESTION 5

- a) Explain any **FIVE** factors to be considered when choosing communication media. **(10 marks)**
- b) Discuss **FIVE** advantages of grapevine communication. **(10 marks)**