



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE

COMPUTER/ELECTRICAL/CCA S12/CME S12

BMC 1107: COMMUNICATION SKILLS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 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) Correct the following sentences. **(10 marks)**
- i) Yes, I shall not come
 - ii) I did not thought about the dangers of careless driving.
 - iii) It is high time people change their behaviour.
 - iv) We went out me and my girlfriend.
 - v) University education is more expensive.
- b) Identify and explain **FIVE** elements of communication. **(10 marks)**
- c) Briefly explain **FIVE** factors one should consider when choosing communication media. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Identify and explain methods of storing and retrieving information. **(10 marks)**
- b) List and explain the various types of interviews. **(10 marks)**

QUESTION 3

- a) Identify and explain **FIVE** barriers to effective communication. **(10 marks)**
- b) As a communication skills expert, identify and explain **FIVE** major goals of communication. **(10 marks)**

QUESTION 4

- a) Explain **FIVE** advantages of written communication. **(10 marks)**
- b) Briefly explain **FIVE** current business communication systems. **(10 marks)**

QUESTION 5

- a) Identify and explain **FIVE** non-verbal cues. **(10 marks)**
- b) Sarah has been invited to address a gathering of about one thousand people. Explain the qualities that will enable her succeed in this uphill task. **(10 marks)**