



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: COMMUNICATION SKILLS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Briefly discuss the **SIX** elements of communication. **(12 marks)**
- b) Differentiate between one-way communication and two-way communication. **(4 marks)**
- c) Discuss any **FOUR** problems experienced in vertical communication. **(8 marks)**
- d) If you try to have a conversation with someone who is listening to and watching the news on television, your chances of success is limited. State **THREE** challenges that you may face. **(6 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) i) Give any **FIVE** barriers to listening that experienced recently. **(5 marks)**
ii) Discuss how you can overcome the barriers you are mentioned in (a i) above. **(10 marks)**
- b) Some people say the best way to overcome a denial barrier is to force the individual concerned to “face the facts”. State **FIVE** ways in which facing the facts helps to overcome the barriers. **(20 marks)**

QUESTION 3

Discuss any **TEN** importances of having effective communication skills to you. **(20 marks)**

QUESTION 4

- a) Explain any **FIVE** benefits of active listening. **(10 marks)**
b) Identify any **FOUR** barriers to effective communication. **(4 marks)**
c) Describe occasions when you experienced filtering or gatekeeping and how you overcame them. **(6 marks)**

QUESTION 5

- a) Explain at least **SEVEN** characteristics of an effective meeting. **(14 marks)**
b) Identify any **THREE** functions of the chairman of a meeting. **(6 marks)**