



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMC)

COMMUNICATION SKILLS

MODULE I EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions.
2. Attempt **FIVE** questions.
3. Question **ONE** is compulsory.

- Q.1 (a) Define the following terms:
- (i) Communication skills
 - (ii) Channel
 - (iii) Grapevine
 - (iv) Interpersonal communication
 - (v) Recruitment interview
- (b) State **FIVE** barriers to effective communication. (10 marks)
- Q.2 Discuss the factors to be considered when selecting/choosing communication media. (20 marks)
- Q.3 (a) Explain the essentials of effective communication. (10 marks)
- (b) Distinguish between the interviewer and interviewee. (10 marks)
- Q.4 (a) State any **FIVE** methods of storing and retrieving information. (10 marks)
- (b) Explain the process of setting up a filing system. (10 marks)
- Q.5 (a) Explain any **FIVE** advantages of written communication. (10 marks)
- (b) Outline any **FIVE** attributes of informal communication. (10 marks)
- Q.6 Discuss the steps to be followed when planning and conducting a successful meeting. (20 marks)
- Q.7 (a) Discuss the basic features present in reports. (10 marks)
- (b) State **FIVE** disadvantages of grapevine communication. (10 marks)
- Q.8 Describe the process of communication. (20 marks)