



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**UNIVERSITY EXAMINATION FOR DEGREE IN BACHELOR OF
JOURNALISM AND MASS COMMUNICATION**

BMC 4107: COMMUNICATION SKILLS

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2012

TIME ALLOWED: 2 HOURS

Instructions to Candidates:

Answer **ALL** questions in section A (**COMPULSORY**) and any other **TWO** questions from section B

This paper consists of **TWO** printed pages

SECTION A (COMPULSORY)

Question One

- a) Outline the meaning of effective communication. **(5 marks)**
- b) Define feedback. **(2 marks)**
- c) Define communication. **(3 marks)**
- d) Explain the **TWO** communication situations. **(10 marks)**

Question Two

- a) Illustrate the communication process model. **(10 marks)**
- b) Outline factors to be considered in choosing the communication media. **(10 marks)**

SECTION B (ANSWER ANY TWO QUESTIONS)

Question Three

- a) Explain the essentials of effective communication. **(10 marks)**
- b) State the principles of effective communication. **(5 marks)**

Question Four

- a) Outline the barriers of effective communication. **(10 marks)**
- b) State the channels of communication in any organization. **(5 marks)**

Question Five

- a) Explain the importance of “feedback” in the communication process. **(10 marks)**
- b) State the importance of communication skills. **(5 marks)**
- c) Describe the elements of communication. **(5 marks)**