



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:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4107/HRD 2101: COMMUNICATION SKILLS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

This paper consists of **FOUR** questions in two sections **A & B**

Answer question **ONE (COMPULSORY)** in section **A** and any other **TWO** from section **B**

This paper consists of **TWO** printed pages

SECTION A (COMPULSORY)

Question One

- a) Define the following terms:
- | | |
|--------------------------------|-----------|
| (i) Communication | (2 marks) |
| (ii) Listening | (2 marks) |
| (iii) Horizontal Communication | (2 marks) |
| (iv) Upward Communication | (2 marks) |
| (v) Downward Communication | (2 marks) |
- b) Discuss **FIVE** basic principles of communication. (10 marks)
- c) Explain any **FIVE** barriers that may hinder effective communication in any organization. (10 marks)
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- d) Explain **FIVE** techniques of effective listening that would help a manager of a company to communication effectively. **(10 marks)**

SECTION B (Attempt any TWO questions)

Question Two

- a) Outline **FIVE** benefits of effective communication in an organization. **(5 marks)**
- b) Describe the communication cycles. **(10 marks)**

Question Three

- a) Explain **TEN** factors to consider when choosing a channel for communication. **(10 marks)**
- b) Outline **FIVE** advantages of informal communication in an organization. **(5 marks)**

Question Four

- a) State **FIVE** qualities of a good interviewer. **(5 marks)**
- b) Outline the use of communication beyond the written, the spoken and the word. **(10 marks)**

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