

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS
EMBU CAMPUS
FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF EDUCATION ARTS

COMS 101: COMMUNICATION SKILLS

STREAMS: BED (ARTS) Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 03/12/2019

8.30 A.M. – 10.30 A.M

INSTRUCTIONS: Answer questions ONE and any other TWO

QUESTION ONE

- a) Define the term communication (2 marks)
- b) Briefly explain what effective communication entails (2 marks)
- c) Distinguish between (8 marks)
 - i. verbal communication and non verbal communication
 - ii. coding and decoding
 - iii. intrapersonal communication and interpersonal communication
 - iv. argumentative essay and descriptive essay
- d) Explain any five characteristics of communication (10 marks)
- e) What do you understand by the term catalogue (2 marks)
- f) Below are the jumbled descriptive details of a book and a newspaper article both of which were cited by Ali in his academic essay. Organize the details and write the two sources as they would occur in the reference section of his essay according to the American Psychological Association (APA) system of documentation (6 marks)

Book: Nairobi University Press, Otieno Brian, David Maneno, 2012, an introductory history of elementary education, Nairobi.

Newspaper article: the Daily Nation Newspaper, public schools receive a lion's share in form one admission, 2011, Silvia Akiambe, pages 18-19. January 16th.

COMS 101

QUESTION TWO

- a) What do you understand by the term academic writing (2 marks)
- b) Briefly explicate what good writing is about (3 marks)
- c) With examples briefly describe the stage by stage process you would follow to come up with a good write up on a topic of your choice (15 marks)

QUESTION THREE

- a) Enumerate any three functions of communication (3 marks)
- b) Define the term 'halo effect' in the communication process (2 marks)
- c) During one of the lessons you realize your learners are no longer following your presentation. Discuss any five barriers to effective communication they may be facing and suggest the possible mitigating measures. (15 marks)

QUESTION FOUR

- a) Define the term library (2 marks)
- b) State any two roles of information (2 marks)
- c) What do you understand by the term 'secondary sources' of information (2 marks)
- d) With clear examples explain any three types of libraries (6 marks)
- e) Other than books and the newspapers discuss any four sources of information found in the library (8 marks)

QUESTION FIVE

- Compare and contrast the linear and the interactional models of communication (20 marks)
-