

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMMUNITY DEVELOPMENT

COMS 101: COMMUNICATION SKILLS

STREAMS: DIP COMS Y1S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer **THREE** Questions in all. **Question ONE** is Compulsory.

QUESTION ONE

- (a) Explain any four principles of communication. [12 Marks]
- (b) Academic documents should be written following certain conventions. Using suitable examples, explain this statement. [10 Marks]
- (c) Identify any four types of credible evidence that should be presented to support an argument. [8 Marks]

QUESTION TWO

Communication is a system with integrated elements. Discuss this statement. [20 Marks]

QUESTION THREE

Imagine you are scheduled to deliver a public speech. Explain any five ways you can use to introduce your speech in order to capture the attention of your audience. [20 Marks]

QUESTION FOUR

- (a) Explain how a student can apply the SQ3R method of reading in intensive reading. [12 Marks]
- (b) Briefly explain and exemplify any four types of touch as a form of non-verbal communication. [8 Marks]

QUESTION FIVE

(a) Libraries in a country do not all serve the same purpose. Explain this statement. [12Marks]

(b) Briefly explain any four reasons why we engage in listening [8 Marks]

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