

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMS 101: COMMUNICATION SKILLS**

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 07/08/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer three questions in all.**
- **Question one is compulsory.**

- a. Define the following terms (8 marks)
- Multilogue
Encoding
Emblem
Catalogue
- b. Identify any four features of academic writing. (8 marks)
- c. Name any four characteristics of an effective public speaker. (8 marks)
- d. Name and briefly explain any three principles of communication. (6 marks)
1. Communication is a system with integrated components. Discuss this statement. (20 marks)
2. We do not always listen for the same purpose. Explain this statement. (20 marks)
3. The purpose of reading determines the type of reading style we shall adopt. Explain this statement. (20 marks)
4. Briefly describe any four types of libraries and identify the services a user expects to find in a library.
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