

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EMBU CAMPUS

EXAMINATION FOR THE AWARD OF BACHELOR OF HOTEL MANAGEMENT,
BACHELOR OF COMMERCE AND BACHELOR OF COMMUNITY DEVELOPMENT

COMS 101: COMMUNICATION SKILLS

STREAMS: (BCHM, CDEV, BCOM)

TIME: 2 HOURS

DAY/DATE: TUESDAY 17/12/2024

8.30 A.M. –10.30 A.M.

INSTRUCTIONS: Answer question ONE and any other TWO

1. (a) Discuss the concept of communication (6 Marks)
 - (b) Describe three types of sentences found in a good paragraph (6 Marks)
 - (c) Expound on any **five** types of reading that a reader would indulge in (10 Marks)
 - (d) Verbal communication includes sounds, words, language and speaking. Explain instances that would prompt you as a university student to use oral communication. (8 Marks)
2. (a) Differentiate between the following concepts:
 - (i) Intrapersonal communication and Interpersonal communication (4 Marks)
 - (ii) Call materials and reference materials (4 Marks)
 - (b) Elaborate on **six** common poor reading habits that a student would endeavor to avoid in order to read effectively (12 Marks)
3. (a) Demonstrate **three** levels that characterize human communication. (6 Marks)

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- (b) Explain **seven** barriers that can hinder effective listening (14 Marks)
4. (a) Discuss the characteristics of any **five** types of libraries (10 Marks)
- (b) How can a public speaker manage podium panic (10 Marks)
5. Communication is a process that operates as a system with integrated components. Using any model of communication, explain how these elements interact for effective communication. (20 Marks)
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