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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT**  
**CHM 101-COMMUNICATION SKILLS**

Date: 25<sup>th</sup> July 2022

Time: 11:30am – 1:30 pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

**READING SKILLS (15 MARKS)**

**Read the passage below and answer the questions that follow.**

Even though tattoos are sometimes associated with rebellion, they have longstanding history among communities around the world. Tahitians, for instance used tattoos as a permanent way of preserving their culture and to show social ranking. Early Christians, on the other hand, often had the sign of a cross tattooed on their bodies, particularly their faces and arms, representing a permanent mark of the believer's faith.

The word 'tattoo' is derived from a Tahitian word tatau that means to mark. Tatau has been suggested to be the onomatopoeic sound tap, tap, tap made by the tapping of a tattoo instrument as it works on skin while 'au' is associated with the cry of pain a person gives when being tattooed.

The first ever tattoo to be found on a human being was found on a **mummified** iceman in 3,300BC with 58 tattoos on his body, which contained lines and dots. This is nothing, however, compared to Scottish Tom Leopard, recorded as the world's most tattooed person, with 99.9 per cent of his body covered in leopard skin design. Guinness world records record that the only part of his body that remained untattooed is the skin between his toes and inside of his ears.

When receiving a tattoo, the skin is pierced between 50 to 3,000 times per minute by a needle in the tattoo machine. Most tattoo machines consists of four parts: the needle, the tube that holds the ink, an electric motor, and a foot pedal that controls the movement; almost similar to how a sewing machine works.

Sterilization and disposable materials are crucial to tattooing because tattoos are created by thousands of puncture Marks to the skin, each of which could be infected. The autoclave is a safe popular way to sterilize any tattoo equipment that is not disposable. A combination of heat, steam and pressure kills all bacterial and organisms to prevent infection.

In the late 18<sup>th</sup> and early 19<sup>th</sup> centuries, tattoos were dangerous to have. European ‘head hunters’ caused a terror by collecting tattooed Maori heads. As the odd sport became popular, more Moaris were murdered to meet the demand. In the time, slaves began being tattooed so that their heads could be cut off and sold. Luckily, however, Christian missionaries in the cook Island condemned the practice of tattooing quoting the Bible “... do not cut your bodies for the dead or put Marks on yourself...” They tried to stamp out the custom going as far as trying to remove tattoos by rubbing the skin with sandstone in a practice was known as ‘ holy stoning’. This was the primitive forerunner to modern tattoo removal known as dermabrasion, where the skin is ‘sanded’ to remove layers. Dermabrasion has now largely given way to laser surgery as a popular means of tattoo removal.

While tattoos bring color to humanity, research has shown that unclean tattooing practices can transmit diseases such as hepatitis B. some pigments used in tattoos contain metals that can cause pain during a Magnetic Resonance Imaging (MRI) test, or even affect the resulting MRI image. Because of the possible negative effects tattoos pose to humans, those keen on getting one have to be very careful before they get one. That said, it is important to note that presently, many tattoo artists earn a good living out of the art.

- a) From paragraph one; state two historical uses of tattoos. (4 Marks)
- b) According to the writer state the origin of the word tattoo. (2 Marks)
- c) What is most striking about Tom Leopard. (4 Marks)
- d) What was the risk associated with tattooing in the 18<sup>th</sup> and 19<sup>th</sup> centuries. (4 Marks)
- e) State two modern ways of tattoo removal. (2 Marks)
- f) In note form, state the negative effects of tattooing. (4 Marks)
- g) What are the benefits of tattooing as suggested in the passage? (2 Marks)

### **QUESTION TWO (20 MARKS)**

- a) Reading is an essential part of any student’s academic life. Describe FOUR types of reading a student can utilize when preparing for an examination (8 Marks)
- b) Discuss three reasons why it is important for a student to create a timetable for studying (6 Marks)
- c) Explain the importance of libraries for scholars in any institution of learning. (6 Marks)

### **QUESTION THREE (20 MARKS)**

- a) Outline three principles of effective communication. (6 Marks)
- b) Discuss three types of non-verbal cues that can be used by a speaker to ensure effective communication. (6 Marks)
- c) Briefly explain the SQ3R reading formula. (8 Marks)

### **QUESTION FOUR (20 MARKS)**

- a) Discuss three formal channels of communication that employees can use to pass information in an organization (6 Marks)
- b) Listening is an important aspect in communication. Explain:
  - i) The importance of listening (8 Marks)
  - ii) Three types of listening (6 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe four types of communication that employees can utilize in a organization. (8 Marks)
- b) Describe the following terms as used in the communication process:
- i) Encoding (2 Marks)
  - ii) Feedback (2 Marks)
  - iii) Message (2 Marks)
  - iv) Decoding (2 Marks)
  - v) Medium (2 Marks)
  - vi) Receiver (2 Marks)