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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2014/2015 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 24th April, 2014
Time: 2.00pm – 4.00pm

KLC 001 – COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the following terms as used communication;
- i) Source
 - ii) Content
- (4 Marks)
- b) Draw and explain at least two models of communication.
- (4 Marks)
- c) Discuss three functions of communicating.
- (6 Marks)
- d) List and explain at two types of author.
- (4 Marks)
- e) Discuss two library services.
- (2 Marks)
- d) Scan through the passage given below and answer the questions that follow;

Although elephants are entirely vegetarian they may eat up to 300kg, a day, which is 100 times as much as a human being would consume. Their diet is varied. They are both browsers and grazers. If food is plentiful they spend about half their time eating leaves from trees and bushes, and half eating grass. In the last fifty years, people in East Africa have converted a lot of previously unoccupied land to food production and human settlement and the land which the elephants can use has become less and less. Because of this, many elephants have moved into the national parks, where you will find large numbers of them today. When there are too many elephants in a park, they eat so much food that sometimes there are no more leaves on the trees and bushes. The elephants then eat the bark of the trees; and this kills the trees completely. Then there is only the grass to eat, so the elephants eat that. What happens then? The trees are dead, and their roots do not hold the soil together any more. The grass is gone, so the soil is bare. Strong winds and heavy rains quickly wash away the good soil.

The resulting erosion impoverishes the soil so that no more plants will grow. The other browsing animals must go without food and the grazing animals such as antelopes and buffaloes have not enough grass to eat. Of course the Park Authorities cannot let this happen. The only answer is to reduce the number of elephants. In order to do this properly scientists study the elephants, their habits and how they share their environment with other animals. The study of relationship between living things and their environment is called ecology. The ecologists study the environment to find out exactly how many elephants must be shot in order to stop too much food being eaten. So by killing some of the adult elephants they protect their descendants by making sure that there will be enough food for them. Scientific reduction of the elephant population is called culling. Elephants are not a problem in all the parks. Culling is only done when there are far too many of them. But it is still important to understand the ecology of the elephant because, by finding out more about these animals, we are more able to preserve them for the future.

There are other ways of studying elephants. Scientists study both what they eat, and how much. They do this by examining the stomach contents of dead elephants to see what they have eaten; they also watch elephants feeding. By studying the reproductive organs of a dead female elephant, scientists can find out how many babies she has had and rangers in parks keep notes of all the dead elephants they find.

It is also important to study the movements of elephants in park, but this is more difficult. Elephants are quite friendly animals, but they get very angry when someone follows them closely; so it not possible to study their movements from the air.

Another technique is to put on the elephant's body a micro-radio transmitter which produces a signal. By monitoring these signals the scientist knows not only in which direction the elephant is moving but also how far away it is.

In all these ways the scientists are minding out more and more about the ecology of elephants, so that they can protect them and preserve them for many years to come.

Questions

- i) What do elephants eat? (1 Mark)
- ii) In what way have human beings caused elephants to move into national parks? (1 Mark)
- ii) In not more than three sentences state the theme of this excerpt. (2 Marks)
- iv) In a paragraph of about 40 words trace the steps of environmental degradation. (3 Marks)
- v) Give another meaning of the word browse. (1 Mark)
- vi) Explain the meaning of the following words as used in the passage
 - i) Varies
 - ii) Vegetarian(2 Marks)

QUESTION TWO (20 MARKS)

Critically discuss four purposes for reading

QUESTION THREE (20 MARKS)

- a) Discuss at least four poor reading habits. (10 Marks)
- b) Discuss at least four types of reading. (10 Marks)

QUESTION FOUR (20 MARKS)

Discuss the five types of library

QUESTION FIVE (20 MARKS)

There are various collection in the library discuss at least five.