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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR
CERTIFICATE IN INFORMATION COMMUNICATION TECHNOLOGY
CBM 012- COMMUNICATION SKILLS

Date: 10th December, 2020.
Time: 11.30am - 1.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30MARKS)

SECTION A: I.READING COMPREHENSION (15MARKS)

Read the passage below and answer the questions that follow.

A lot of students think that learning is only in class. If students use two extra steps, most students will not forget what they learned in class. To achieve effective learning, students need to follow two extra steps in the three strategic learning processes.

The key to success is by following these three strategies. Review is essential to student success. Unless content is reviewed by students shortly after it is learned, it will soon be forgotten. To avoid forgetting what you learned, it is recommended to review daily.

It is also recommended to reduce large volumes of notes into point form and to paraphrase what you have learned. Other helpful tips include creating concept maps and diagrams; creating fact, concept or vocabulary cards and using visualization to better connect to what you learned. These are all important tools to helping students better understand and memorize lesson content.

The key to achieving academic success cannot be directly correlated to one specific area. Rather it requires students to be overall rounded in many different aspects. This includes attending class regularly to keep pace with the class. Falling behind in studies or homework can be detrimental to academic success and can induce stress onto students. Participating in class activities and discussions are also vital parts of learning and applying concepts learned. On the other hand, taking good, concise notes will always help in the long run when reviewing for tests and exams. To sum it all up, strategic learning is the password for many academic achievements. Being exposed to knowledge is the first step in the journey, the fact that young scholars can learn and be a part of history is a phenomenal step in furthering their search to success. Reviewing notes, in the way the young individual wishes, by him/herself, or with a good friend, this will help him/her to understand what has been learned in a way s/he understands. Lastly practice is a great way to memorise what has been learned, when practice achieves its full potential, the individual won't only be entitled for a good mark, but also a way to view, understand and think of things. Those three attributes will help scholars become more successful, but it's important to one as it is to the other, and each and every person should find the learning strategies effectual for him/herself, and in extremely exceptional occasions even invent or innovate new strategies.

- (a) What does the writer fault in the students thinking according to the first paragraph? (2 Marks)
- (b) Explain the three strategies that are key to success. (3Marks)
- (c) The key to achieving academic success cannot be directly correlated to one specific area. Make notes on other aspects that lead to academic success according to the passage (3 Marks)
- (d) How, according to the passage, does practice help memorize what has been learnt? (3Marks)
- (g) Explain the meaning of the following words and phrases are used in the passage. (4Marks)

- i) Detrimental.....
- ii) Correlated
- iii) Effectual.....

II: WRITING SKILLS (15 MARKS)

In not more than three paragraphs, write an essay on the following topics:

- i) Discuss how communication helps in conflict-resolution. (7 ½ Marks)
- ii) Discuss the effects of social media in an organization (7 ½ Marks)

SECTION B: Answer any TWO questions.

QUESTION TWO (20 MARKS)

- a) Distinguish between hearing and listening. [4Marks]
- b) Identify and describe the different levels of listening. [10Marks]
- c) You are an Assistant manager of Sandra Limited Company. You are set to deliver a speech on behalf of the Manager Operations. How do you ensure you effectively deliver the message. [6Marks]

QUESTION THREE (20 MARKS)

- a) The communication process involves various elements. Discuss [10Marks]
- b) State and explain five barriers to effective communication. [10Marks]

QUESTION FOUR (20 MARKS)

LIBRARY SKILLS (20 MARKS)

- a) List five (5) benefits of having a library in an institution of higher learning. [10Marks]
- b) Identify the type of author in each of the following three references. [4 1/2 Marks]
 - i) Zamansky, M.W. (1978). Heat and Thermal Dynamics. (5th ed.) Tokyo: MacGrawHill Kogakusha Ltd.
 - ii) Patel, M.M. & Mukwa, C.W. (1993). Design and Use of Media in Education. Nairobi: Lactern Publishers.
 - iii) UNESCO (1987). Geographical Distribution of Financial Flows to Development Countries. Washington, DC.: World Bank
- c) For each of the three references, give reason for your answer in (b) [4 1/2 Marks]
- d) What does 5th ed. in the first reference mean? [1 mark]

QUESTION FIVE (20 MARKS)

STUDY SKILLS (20 MARKS)

- a) For each of the following headings, mention four tips that you would use if you were making a presentation to a group of new first year university students.
 - i) Lecture attendance. [4Marks]
 - ii) Doing assignments. [4Marks]
 - iii) Taking an examination. [4Marks]
- b) Highlight some of the benefits of using group discussions during your course. [8 Marks]