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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN INFORMATION TECHNOLOGY**  
**CBM 012-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 COMPREHENSION**

**WOMEN IN SCIENCE**

Marie Curie was one of the most accomplished scientists in history. Together with her husband, Pierre, she discovered radium, an element widely used for treating cancer, and studied uranium and other radioactive substances. Pierre and Marie's amicable collaboration later helped to unlock the secrets of the atom.

Marie was born in 1867 in Warsaw, Poland, where her father was a professor of physics. At an early age, she displayed a brilliant mind and a blithe personality. Her great exuberance for learning prompted her to continue with her studies after high school. She became disgruntled, however, when she learned that the university in Warsaw was closed to women. Determined to receive a higher education, she defiantly left Poland and in 1891 entered the Sorbonne, a French university, where she earned her master's degree and doctorate in physics.

Marie was fortunate to have studied at the Sorbonne with some of the greatest scientists of her day, one of whom was Pierre Curie. Marie and Pierre were married in 1895 and spent many productive years working together in the physics laboratory. A short time after they discovered radium, Pierre was killed by a horse-drawn wagon in 1906. Marie was stunned by this horrible misfortune and endured heartbreaking anguish. Despondently she recalled their close relationship and the joy that they had shared in scientific research. The fact that she had two young daughters to raise by herself greatly increased her distress.

Curie's feeling of desolation finally began to fade when she was asked to succeed her husband as a physics professor at the Sorbonne. She was the first woman to be given a professorship at the world-famous university. In 1911 she received the Nobel Prize in chemistry for isolating radium. Although Marie Curie eventually suffered a fatal illness from her long exposure to radium, she never became disillusioned about her work. Regardless of the consequences, she had dedicated herself to science and to revealing the mysteries of the physical world

- a) In about 150 words and according to the passage summarize the reasons why Marie Curie is recognized as one of the most accomplished women in science. (6 Marks)
  
- b) Imagine you were asked to give a speech on the topic 'Women in Science: The Life of Marie Curie', discuss how you would prepare for the presentation in a public speaking forum (6 Marks)

- c) You are requested to write an email to your manager about Women in Science after your presentation, outline email etiquette you would put into consideration before sending the email to your boss. (6 Marks)
- d) ICT is an important aspect of communication in a firm. Elaborate ways ICT can be used to enhance effectiveness of your presentation and spreading of the information presented thereafter. (6 Marks)
- e) Audio- visual communication is a crucial complement of verbal communication. Explain 3 audio-visual tools a speaker can utilize during their presentation. (6 Marks)

**QUESTION TWO (20 MARKS)**

- a) Outline four reasons that make it necessary for management to hold regular meetings with subordinates in an organization. (8 Marks)
- b) The appendix section of a report usually contains supporting materials which may be referred to throughout the report. Discuss two other reasons why it is important to include this part in a report (4 Marks)
- c) The communication process is considered cyclic and encompasses different stages. Using specific examples describe the main elements in the different stages of the cycle. (8 Marks)

**QUESTION THREE (20 MARKS)**

- a) Outline five principles of effective communication. (5 Marks)
- b) Discuss five uses of non-verbal cues in the communication process. (10 Marks)
- c) Briefly explain the SQ3R reading formula. (5 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Jacinta is an internat Kensworth Company; while doing a presentation in a conference, the audience could not grasp all the content clearly. She was advised to use visual aids in future to make her future presentations clear. Name **five** visual aids that you would advise Jacinta to use in her future presentations. (5 Marks)
- b) Listening is an important aspect in communication. Explain:
  - i) The importance of listening (4 Marks)
  - ii) Three types of listening (6 Marks)
- c) Highlight any **five** barriers to effective communication in an organization. (5 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Outline the principles of communication that ensure effectiveness when speaking and are considered basic speaking skills. (10 Marks)
- b) Discuss five reasons why communication is an important tool at the workplace. (10 Marks)