



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR SCIENCE
BUSINESS ADMINISTRATION**

Date: 10th December, 2019
Time: 2.30pm – 4.30pm

KLC 001 – COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) You are the human resource manager and one of your employees is leaving for a rival company. Write a recommendation letter for him. (10 Marks)
- b) Using the APA format, write down the proper references of one book you have read in the course of your study. (6 Marks)
- c) Distinguish between:
- i) Skimming (2 Marks)
 - ii) Scanning (2 Marks)
 - iii) Intensive reading (2 Marks)
- d) The communication process can be affected by various things. Using appropriate examples, discuss any four barriers in communication. (8 Marks)

QUESTION TWO (20 MARKS)

- a) Efficient listening can be limited by various factors. Discuss five of them. (10 Marks)
- b) Identify four important things to consider when preparing an oral presentation. (4 Marks)
- c) Describe three types of interviews. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Identify five reasons why many organizations prefer to use written communication. (5 Marks)
- b) Identify five things one can use to locate a book in the library. (5 Marks)
- c) Using appropriate examples discuss the effectiveness of using visual aids during presentations. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss five direct ways in which one can end an oral speech. (10 Marks)
- b) List down approaches to listening. (6 Marks)
- c) Identify four main producers and originators of information. (4 Marks)

QUESTION FIVE (20 MARKS)

- a) Reading is one of the key skills a college student needs. List down 5 ways a student can improve these skills. (5 Marks)
- b) Distinguish between hearing and listening. (5 Marks)
- c) Write a memo to your employee informing them of your displeasure in the use of company internet and Wi-Fi for their own personal issues and especially during office hours. (10 Marks)