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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date:
Time: 9.00am –

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 in communication skills;
- i) Message
 - ii) Source
- b) List four poor reading habits that hinder effective learning. (4 Marks)
- c) List at least five collections found in the library. (4 Marks)
- d) Briefly explain four forms of catalogues found in the library. (5 Marks)
- e) Mention three qualities of effective speaker. (4 Marks)
- f) **Read the passage below and answer the questions that follow (10 Marks)** (3 Marks)

The emerging details of the extent of tragedy that mother nature has visited upon Japan are truly unnerving and instructive. As we commiserate with those proud and industrious people, we must seek to draw key lessons for ourselves from their acutely painful experience.

The very first lesson is that nature has dark forces which, when unleashed upon us, can confound even the most prepared among us. Thanks to revolutions in the dissemination of news, the quake in Japan has been brought to living rooms around the particularly true for countries like those in East Africa which lie in the path of unsettled conflicts of geomorphologic forces and are prone to earth tremors.

Beyond what nature unleashes upon us, is what planning and nurture can exert to mitigate tragedy. We all saw replays of buildings swaying in Tokyo and other cities. Facades and ceilings

thrown away, but major structures surviving the earthquake. I looked on and imagined what scale of tragedy this would have been if this quake happened in Githurai.

For long we have listened to scientific statements about the design of housing for surviving major tremors. But hardly does one see evidence that this knowledge translates into enforceable policy and practice. When the big one hits us, we will act like no one had gone through such a tragedy before.

Apart from the innovative architecture that has massively restricted the fatalities, the Japanese invested long in human preparedness. On hearing alarms, people moved to high ground or away from walls or even as far into the interior as they could.

When the subsequent problems of burning nuclear reactors emerged, people responded to official appeals to quickly depart their homes. We have all seen how calmly the Japanese people have acted. Faced with the most extreme pain they have collectively endured since the nuclear annihilation of Nagoya and Nagasaki, they have retained a civility and decorum of textbook qualities.

Compare this with the Kenyan people and how they respond to official alerts. One of the first local news items about the tsunami has been how fishermen in Malindi ignored government warnings and took to the sea before we could ascertain that our shores were out of danger.

We have all known how warnings of dangerous mountain slopes in the rain season are ignored until we collectively empathise with those buried in landslides that could have been avoided.

Every Easter we enact the crisis of evacuating stranded peasants in the swamps of River Nzoia because they could not heed the call to go to higher ground.

Perhaps what stands us out most in our collective contempt for security advisories is the way Kenyans crowd accident scenes to steal fuel from fallen trucks. When TV cameras captured people competing for fuel from an overturned truck in Naivasha, less than a month after the tragedy of Sachangwan had cost more than 100 lives, one could not help but wonder about how fatalistic our proffered culture has become.

When asked why they did such a silly thing, one young man proudly asserted that “you only die if your day has arrived”.

The most frightening consequence of the Japanese earthquake is the damage to nuclear power plants in Fukushima north east of Tokyo. The unfolding series of explosions and massive rise in radiation levels presents the world with not only the worst radiation scare since Chernobyl, but also a moment to quickly revisit the policy of developing nuclear energy.

Already Germany and Switzerland have not only ordered further checks on existing plants, but announced suspension to any future plans for such an investment.

If we are to take home only one lesson from the tragedy in Japan, Kenya must totally reject any temptations to walk down that path.

- a) Give a suitable title for this passage.

(1 Mark)

- (b) According to the passage, what key lessons can we draw from the Japanese experience?

(2 Marks)

- c) What does the writer think would happen if the earthquake happened in Githurai? Give a reason for your answer.

(2 Marks)

- d) Give instances from the passage that show the Japanese were prepared in the way they reacted to the tragedy.

(1 Mark)

- e) According to the passage, what is the most frightening consequence of the Japanese earthquake?

(2 Marks)

- f) What do you understand by the following words and expression as used in the passage?

i) Tragedy _____

ii) Empathise _____

(2 Marks)

QUESTION TWO (20 MARKS)

Discuss types of libraries found in Kenya.

QUESTION THREE (20 MARKS)

Critically discuss various element of communication.

QUESTION FOUR (20 MARKS)

Elucidate on five types of reading a student can engage in while studying.

QUESTION FIVE (20 MARKS)

Choose a topic of your own and develop a research paper using the correct format.