



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, 2018/2019 ACADEMIC YEAR**  
**DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY**

**DCU 1001 – COMMUNICATION SKILLS**

Date: 10<sup>th</sup> April, 2018

Time: 2.30pm – 4.30pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

Read the passage below and answer the questions that follow.

Water is the real elixir. We cannot think of life without water. Life is said to have originated in water millions and millions year ago. We need water to drink, to wash our bodies and clothes, to cook our food and to grow crops, vegetables and fruits. Water is also essential for animals, birds, reptiles, insects etc. We need huge resources of water to generate electricity on large and commercial scale. In our body there is more than 70 per cent of water. It corresponds with the proportion of water found on the earth; no living being can exist for long without water, the most precious liquid. We use oceans, seas, bays, rivers and lakes as waterways to carry goods, passengers etc. Lack of rains and scarcity of water cause droughts and untold suffering. Thus, water is very precious and every drop of it should be preserved.

- a) Provide a relevant title for this passage. { 2 Marks }
- b) According to the author, what are the uses of water ? { 6 Marks }
- c) In your own words, write a brief summary of about 100 words of ways you can advise people to conserve this precious commodity. { 10 Marks }
- d) Your friend has approached you to help her improve her study skills. Point out some of the techniques you might recommend to her. { 8 Marks }
- e) Differentiate between skimming and scanning. { 4 Marks }

**QUESTION TWO (20 MARKS)**

- a) Briefly discuss one model/theory of communication. (6 Marks)
- b) There are four dimensions in which communication is classified in most organizations. Name them. { 4 Marks }
- c) Discuss some factors one can use to overcome barriers of communication. { 10 Marks }

### **QUESTION THREE (20 MARKS)**

- a) Discuss with examples four important factors to consider before choosing a medium of communication. { 8 Marks }
- b) List two advantages of face to face communication. { 2 Marks }
- c) Modern channels of communication have various effects on the society and workplace. Discuss using examples. { 10 Marks }

### **QUESTION FOUR (20 MARKS)**

- .a) Write the following reference properly according to the library of congress classification.  
Author muchiri m n  
Year of publication -1993  
Title - communication skills. aself study course for the universities and colleges.  
Publisher -Nairobi Longman . { 6 Marks }
- b) Point out four approaches to hearing. { 4 Marks }
- c) Discuss five factors that have made it necessary to have intercultural communication. { 10 Marks }

### **QUESTION FIVE (20 MARKS)**

- a) Critical thinking is a very important skill in today's job market, society and everyday life. Discuss with examples. { 10 Marks }
- b) Identify 5 ways in which one can prepare effectively for public lectures.. { 4 Marks }
- c) How can an employee exhibit etiquette at work.? { 6 Marks }