



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 - Meru-Kenya.

Tel: +254(0) 799 529 958, +254(0) 799 529 959, +254 (0)712 524 293

Website: www.must.ac.ke Email: info@mucst.ac.ke

University Examinations 2018/2019

FIRST YEAR FIRTS SEMESTER EXAMINATIONS FOR CERTIFICATE IN AGRICULTURE, CERTIFICATE IN INFORMATION TECHNOLOGY, CERTIFICATE IN BUSINESS ADMINISTRATION AND CERTIFICATE IN PURCHASING AND SUPPLIES MANAGEMENT AND CERTIFICATE IN ELECTRICAL INSTALLATION

BFD 2104: COMMUNICATION SKILLS

DATE: AUGUST 2019

TIME: 1½ HOURS

INSTRUCTIONS: Answer Question ONE and any other TWO questions.

QUESTION ONE (30 MARKS)

- a) Explain five components of the communication process. (10 marks)
- b) State and explain five roles of visual aids in communication. (10 marks)
- c) Poor listening occurs every day. Identify five characteristics of poor listeners. (5 marks)
- d) State five advantages of written form of communication. (5 marks)

QUESTION TWO (15 MARKS)

- a) Explain three categories of non-verbal communication. (6 marks)
- b) State five functions of communication in an organization. (5 marks)
- c) Explain two factors to consider when selecting a communication medium. (4 marks)

QUESTION THREE (15 MARKS)

- a) List four benefits of using mobile phones to communicate. (4 marks)
- b) Explain four factors that may contribute to the failure of a meeting. (8 marks)
- c) State three aims of communicating to customers. (3 marks)

QUESTION FOUR (15 MARKS)

- a) List three aspects of personal grooming that one should consider when preparing for a job interview. (3 marks)
- b) You are the purchasing manager for Digital Applications Limited. You recently bought a photocopier from Multi-choice Systems Company, only to find it had several defects. Write a letter to them either for a replacement or a refund of your money. (12 marks)

QUESTION FIVE (15 MARKS)

- a) State five principles of communication. (5 marks)
- b) Explain five ways of how a presenter can overcome the fear of public speaking. (5 marks)
- c) List five reasons why memoranda are more frequently used than any other form of written communication in an organization. (5 marks)