



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2018/2019

FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR DIPLOMA IN BUSINESS  
ADMINISTRATION

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR DIPLOMA IN  
PURCHASING AND SUPPLIES MANAGEMENT

### UCU 2102: COMMUNICATION SKILLS

DATE: AUGUST 2019

TIME: 1½ HOURS

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**INSTRUCTIONS: Answer Question ONE and any other TWO questions.**

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#### QUESTION ONE (30 MARKS)

- a) Explain five categories of non-verbal communication. (10 marks)
- b) Discuss five advantages of written forms of communication. (10 marks)
- c) How is communication important to a university student? (5 marks)
- d) Identify any five types of listening. (5 marks)

#### QUESTION TWO (15 MARKS)

- a) Discuss five factors that would influence your choice of a communication medium. (10 marks)
- b) State five characteristics of a good report. (5 marks)

#### QUESTION THREE (15 MARKS)

- a) Explain five principles of communication. (10 marks)
- b) Identify five ways of enhancing listening skills. (5 marks)

#### QUESTION FOUR (15 MARKS)

- a) Identify and explain five elements of communication. (10 marks)
- b) Identify any five common visual aids used by presenters. (5 marks)

**QUESTION FIVE (15 MARKS)**

- a) State four purposes of a memo in an organization. (4 marks)
- b) State and explain three major functions of advertising. (6 marks)
- c) Explain any five barriers to effective listening. (5 marks)