



OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

## UNIVERSITY EXAMINATIONS

### 2018/2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF  
COMMUNICATION & PUBLIC  
RELATIONS/COMPUTER  
SCIENCE/MLS/PT/MIC/ASC

COURSE CODE: IRD/HRD 102

COURSE TITLE: COMMUNICATION SKILLS II

DATE: 25<sup>TH</sup> APRIL, 2019

TIME: 2.00 PM – 5.00 PM

### INSTRUCTION TO CANDIDATES

- SEE INSIDE



THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

COURSE CODE: IRD/HRD 102 COURSE TITLE: COMMUNICATION SKILLS II

STREAM: COMMON UNIT

DURATION:3HOURS

**INSTRUCTIONS TO CANDIDATES**

- i. Answer three questions. Question one is compulsory
- ii. Do not write on the question paper

**Question One**

- a) Outline any **three** factors to consider in effective writing (6 Marks)
- b) Give **four** reasons why conducting research is important (8 Marks)
- c) The following references have been jumbled-up. Write them correctly using the referencing style at the end each. (6 Marks)
  - i. Communication Skills II George Yule, Robert Carl, UK: Scottish Academic Press 1999 (*Rewrite using APA format*)
  - ii. 2008 Resource Management. 4th Ed. New York. Barron's Educational Series Inc. Montana Patrick, Joan Charon, Bruce Harry Pg 333 (*Rewrite using MLA*)
- d) Explain five benefits of non-verbal communication. (10 Marks)

**Question Two**

As a researcher, you have been tasked by your supervisor to write a report of the previous assignment. State the format which your report will follow (10 Marks)

- a. Explain the following research terms (10 Marks)
  - i. Hypothesis
  - ii. Quantitative research
  - iii. Sample size
  - iv. Variable
  - v. Literature review

**Question Three**

- a) Rewrite the following paragraph to have a good flow: (5 Marks)

“. Since communication happens around us all the time, the process is often taken for granted. A large amount of time is spent communicating hence there is need to make sure that ideas and information are put in a way that everyone involved can understand. Thinking about what to say, working out the best way of saying it finding the right words, making sure the other person understands and understanding anything he/she says in reply are all vital stages in communication.”

- b) Outline key steps a researcher should follow when carrying out a research. (11 Marks)
- c) Outline any **four** methods of speech delivery (4 Marks)

**Question Four**

- a) You have been invited to give a speech during the 1<sup>st</sup> years’ inauguration ceremony at Alupe University College.
- i. Explain **three** ways that you will use to gather information concerning your audience (6 Marks)
  - ii. As you present your speech, demonstrate **three** ways you would use to manage stage fright (6 Marks)
- b) Expound on any **four** factors to consider in effective writing (8 Marks)

**Question Five**

You have been invited to give a talk in your former primary school.

- a) In about 100 words, write an argumentative essay on “Languages of catchment areas should be taught in lower primary schools in kenya.” (10 Marks)
- b) Briefly explain **five** vocal aspects to consider when speaking. (10 Marks)

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