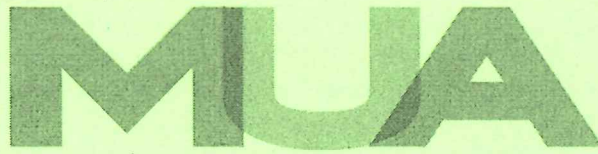


The
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CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE COMMON UNIT

CCU 100 : FOUNDATION OF COMMUNICATION SKILLS

DATE: 1ST APRIL 2025

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

REPORT WRITING

School reports are a big part of a student's academic life. In fact, students are asked to write reports so often that they are almost as common as lunch breaks. Well, maybe not almost but they're getting there, especially with their abundance in the academic setting.

However, students are generally confused as to what a formal report really means and what the difference is between them and essays. This confusion can often lead to difficulty in choosing a writing style, the language to be used—either formal or informal—the length that the paper needs to be, and so many other factors. Since reports are generally more tedious to make in comparison to essays, they need a proper blend of the right elements to be considered effective in expressing the information on their topic and in persuading the readers to believe its contents. It is therefore vital for each student to improve and learn more on good report writing .

Required:

- a) As per the case study above you have been requested to make a report. Explain steps to follow when writing that report (12 marks)
- b) Explain 2 factors to consider when making a report (4 marks)
- c) Highlight and discuss 7 essential aspects of effective communication (14 marks)

QUESTION TWO

- a) Give four advantages of memos (4 marks)
- b) Explain 6 things to avoid during an interview to ensure success of the interview (6 marks)

QUESTION THREE

- a) Analyze five causes of inaccuracy in writing (5 marks)
- b) Identify 5 attributes to consider when choosing the right book for reading (5 marks)

QUESTION FOUR

- a) Discuss 4 poor reading habits you are likely to identify amongst some students reading in the library (8 marks)
- b) Define the below terms
- i) Classification (1 mark)
 - ii) Cataloguing (1 mark)

QUESTION FIVE

Communication experts believe that poor communication is at the root of many of human beings problems. Give and explain 5 reasons for studying communication

(10 marks)

QUESTION SIX

- a) Differentiate intrapersonal and interpersonal communication (2 marks)
- b) Effective Communication is interactive and dynamic. Discuss 4 key elements in the Communication process. (8 marks)

