

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE COMMON UNIT

CCU 100 : FOUNDATION OF COMMUNICATION SKILLS

DATE: 2nd AUGUST 2023

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:

COMMUNICATION SCHOLARS

Communication scholars in class group discussion were tasked to handle the significance and impact of communication skills at the university level. Knowing that listening skills is a key component of communication skills, they developed a training manual for their fellow students and university staff. It emerged in the course of its preparation that effective listening shapes perception, effective communication and good decision making. They agreed that the main objectives of the lesson should entail: Distinguishing between hearing and listening; identifying types of listening skills; explaining its importance; highlighting strategies on enhancing and how to improve listening skills. These also enhance the learning quality management. The conclusion of the discussion was that there is need to inculcate the skills for the benefit of the students learning and management of institutions of higher learning. In the light of the above group discussion findings, answer the following questions.

Required ;

- a) Distinguish between hearing and listening. (4 marks)
- b) Identify Five strategies to enhance and develop listening skills (5 marks)
- c) Outline Ten points on improving listening skills (10 marks)
- d) Elaborate any six types of listening skills (6 marks)
- e) State Five importance of listening in life (5 marks)

QUESTION TWO

- a) Discuss Six essential elements to consider while preparing for an interview
(6 marks)
- b) Outline Four factors to avoid during an interview
(4 marks)

QUESTION THREE

- a) Demonstrate ,with relevant examples, the major components of communication
(6 marks)
- b) List Four Important terminologies in referencing and documentation of an article or academic work.
(4 marks)

QUESTION FOUR

Discuss with relevant examples, TEN non -verbal cues that are essential for effective communication.
(10 marks)

QUESTION FIVE

- a) Evaluate any four fundamental principles of communication. (4 marks)
- b) Outline and explain any six purposes of emails and Memos in Organizations and business.
(6 marks)

QUESTION SIX

- a) As a communication student who desires to read widely to gain knowledge, you have developed skills of choosing your books wisely and carefully. Identify THREE important features to consider when choosing the right book.
(6marks)

- b) Highlight and explicate FOUR major purposes of effective communication in a University setting. (4 marks)