

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE COMMON UNIT

CCU 101 : SOCIAL SKILLS

DATE: 30TH JULY 2026

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:

THE STORY OF BRIAN AND HIS FRIENDS

Brian is a first-year university student who recently moved away from home. Initially, he was excited about university life, but after a few months he began experiencing several challenges. He struggled to balance academic work, social life, and personal responsibilities. As assignments accumulated, he became stressed and anxious. Brian often found it difficult to express his feelings and frequently reacted emotionally whenever he disagreed with his classmates. During group discussions, he avoided listening to others and insisted that his opinions were always correct. This behaviour led to conflicts within his study group.

At the same time, some of Brian's friends started experimenting with alcohol and drugs. They often encouraged him to join them at parties instead of attending classes. Brian was also involved in a romantic relationship that was becoming increasingly stressful because of poor communication and mistrust. One day, a disagreement arose between two student groups concerning the use of a university facility. The disagreement escalated into a heated confrontation. While some students suggested dialogue and negotiation, others wanted to use violence to solve the problem.

Following guidance from a university counselor, Brian began attending life skills sessions. He learned the importance of self-awareness, emotional management, decision-making, time management, conflict resolution, and healthy relationships. Gradually, his academic performance improved, his relationships became healthier, and he developed greater confidence in handling challenges.

Required:

- a) Identify and explain five life skills challenges evident in the case study.

**(10
Marks)**

- b) Using examples from the case, discuss four life skills that could help Brian improve his personal and academic life.

(8 Marks)

- c) Evaluate three non-violent conflict resolution approaches that could be applied in resolving the dispute between the student groups.

(6 Marks)

- d) Explain three ways in which effective time management could improve Brian's university experience.

(6 Marks)

QUESTION TWO

- a) Assess how self-awareness contributes to personal growth and effective decision-making.

(6 Marks)

- b) Recommend two practical strategies that university students can use to manage stress effectively.

(4 Marks)

QUESTION THREE

- a) Explain THREE benefits of empathy in building positive relationships.

**(6
Marks)**

- b) Differentiate between assertive behaviour and aggressive behaviour.

**(4
Marks)**

QUESTION FOUR

- a) Analyze THREE steps involved in effective decision-making. **(6 Marks)**
- b) Explain TWO ways in which critical thinking can improve problem-solving in everyday life.
(4 Marks)

QUESTION FIVE

- a) Evaluate three benefits of promoting gender equality in society. **(6 Marks)**
- b) Examine two negative effects of drug and substance abuse among young people.
(4 Marks)

QUESTION SIX

- a) Discuss two social impacts of HIV/AIDS on individuals and communities.
(4 Marks)
- b) Explain two rights that every child should enjoy **(4 Marks)**
- c) Describe two characteristics of a healthy relationship. **(2 Marks)**