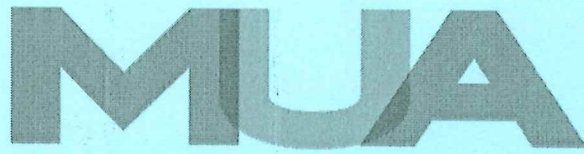


The
Management
University
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CERTIFICATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
CERTIFICATE COMMON UNIT

CCU 100 : FOUNDATION OF COMMUNICATION SKILLS

DATE: 5TH AUGUST 2019

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:

ROSE

Rose walked into her class and the History teacher already in class and the lesson had already began. The teacher gave her a side glance and a disapproving glance. Her classmates smiled at each other. Immediately Rose felt like there was more that was being said through the silent, non-verbal communication that was going on.

She meekly took her seat, removed her book and writing materials and attempted to follow the lesson, even though her ego and self-esteem had been punctured. She struggled through the lesson to push away the negative thoughts clogging her mind, and listen to the teacher. The chiming of the bell to signal the end of the lesson brought a sign of relief to Rose.

Required;

- a) Identify and explain with examples, the key components of communication that constitute communication process. (16 Marks)
- b) Explicate FIVE categories of Non Verbal Communication. (5 Marks)
- c) Give a definition of listening and identify types of listening. (9 Marks)

QUESTION TWO

- a) Demonstrate the purpose and reading level at the University level. (5 Marks)
- b) Highlight and explain the common poor reading habits. (5 Marks)

QUESTION THREE

Explain with relevant examples the major techniques of documentation and referencing at the University level. **(10 Marks)**

QUESTION FOUR

- a) State and explain key factors in evaluating information in a book. **(8 Marks)**
- b) List any **TWO** advantages of memos for a company. **(2 Marks)**

QUESTION FIVE

Evaluate any **FIVE** purposes of emails and memos in a communication. **(10 Marks)**

QUESTION SIX

Demonstrate on how to prepare for an interview. Comment on effectiveness of interview preparation. **(10 Marks)**

