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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 9th December, 2024
Time: 8.30am – 10.30am

KLC 2101 - COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

READ THE FOLLOWING PASSAGE AND ANSWER THE QUESTIONS THAT FOLLOW

GOOD OLD DAYS WHEN MEN KIDNAPPED WOMAN OF THEIR CHOICE AND TURNED THEM INTO WIVES

By Peter Wanyonyi Monday, Oct 19th 2015 at 07:43

It must be rough being a young man or woman these days. This is not a lament for the mythical good old days, the halcyon days when everything supposedly worked perfectly well. The old days were not so good — diseases had no cures, so if you caught something major like *kaswende* or *kuhara*, you relied on fate. If you woke up with a headache, there was no Panadol or aspirin to kill your pain — you suffered without bitterness for some time and, if the herbs administered by the village witchdoctor didn't kill you, the headache would. That was a nasty, brutal and very short existence. But heck, we survived. But those days were tolerable in one aspect, and that was dating and marriage. Or whatever it was that passed for dating — young men those days didn't have colleges and universities to go to, and young women didn't have high heels to buy and clubs to patronize, or *chamas* to *sashay* into for, say, gossip. The girls were brought up with one aim in mind: turning them into wives as quickly as possible.

The boys, meanwhile, pretended to be tough young Moines, running around avoiding taking a bath in the nearest river and smearing themselves in smelly fats and disgusting red earth. The dating, when it came to that, wasn't much. The boy would identify a girl he liked, get his mates together, waylay the poor girl on her way to the river to fetch water — or on a firewood-gathering excursion — and cart her off to his hut. Having made his mark on her, dowry negotiations then followed while she remained his wife. Job, more or less, done. Ha! Basically, back in the day, guys used to kidnap women and turn them into wives! Crude, but hey, who was complaining? Today's kids are in for a more peaceful but far more challenging experience. First is the sheer competition: a girl today has so much competition trying to find a suitable boy to hit on her. There's the traditional expectation that the girl will play coy and let the boys chase her. But if too many boys pay attention to her, she looks slutty and all of them lose interest. If too few pay attention to her, she risks ending up with a useless man.

Big Weddings

And all this while, she is competing with married women, sugar mummies, female politicians and other assorted cougars for the attentions of those young boys in college. The pressure is sometimes too much, leading these poor girls to paste on all manner of artificial enhancements — fake hair, fake eyelashes, fake eyebrows, fake bottoms, fake breasts, fake nails, even fake accents — in a quest to nab a boy and hold him down. The erstwhile hunter is now the hunted. Gone are the days when men had to be competitive, to be worthy of someone's daughter: a lazy, good-for-nothing noisemaker would not be allowed to even entertain thoughts of getting near someone's daughter. These days, it's all about shortcuts. Young men with dubious sources of income flash a couple thousand shillings here, a big car there, and they bag the hottest chicks in the village. It has left the hard-working village man with a desperate race to find a wife, a race that he is not winning any time soon because the girls want to see cash, cars, big weddings and long trips to far-flung places for these strange things called honeymoons. Bring those old days back, someone!

Questions

- a) Do you agree with the writer that life in the olden days was good? Give four reasons to support your answer (4 marks)
- b) Describe three differences between dating in the olden days and modern-day dating? (6 marks)
- c) Expound on how ladies try to get the attraction of boys in the competitive dating world? (4 marks)
- d) From the passage justify why it is difficult for a hard-working village man to get a wife? (4 marks)
- e) Give the meaning of the following expressions as used in the passage
 - i) Having made his mark on her.
 - ii) she looks slutty.
 - iii) the girl would play coy.
 - iv) Dubious.
 - v) Patronize. (5 marks)
- f) Using the information provided in the passage, come up with an essay of about 150 words arguing for or against the sentiments provided by the author (7 marks)

QUESTION TWO (20 MARKS)

- a) Amutabi is the new manager at Sawagongo Tea Estate. When he was appointed, everybody seemed excited but after a few months, whenever Amutabi rises to speak, people start leaving one by one and booing. Advise Amutabi on the key stages of preparing a speech that he might be missing out. (6 marks)
- b) You have been employed as a store manager at Kiriri Women University of Science and Technology. Recently, you received substandard building materials from your supplier. Write a complaint letter to the supplier on behalf of the institution on faulty goods that were supplied. (7 marks)
- c) As a class representative, you have realized that leadership is challenging especially when it comes to communication. Identify how you will use any of the 7C's of effective communication to boost your credibility as a leader. (7 marks)

QUESTION THREE (20 MARKS)

- a) Jane consulted the following books for her term paper. However, she could not come up with a correct reference list. Help her prepare one using the APA referencing style.
- i) Structural Transformation in Conflict: Form Analysis to Interaction. London: Continuum Botes, J. 2003 (2 marks)
 - ii) The Rise of 24-Hour News Television: Global Perspectives. New York: Peter Lang Inc 2010 Cushion, S. & Lewis, J. (Eds.). (2 marks)
 - iii) (pp. 148-168). Nairobi: Twaweza Communications Ltd. The Role of Youth in Trans-Local Peace Building amongst Pastoralist Communities in Northwestern Kenya. In Njogu, K. (Ed.). Youth and Peaceful Elections in Kenya Okumu, W. 2013 (2 marks)
 - iv) Nairobi Focus Publishers ICT Simplified: A Handbook for the Communication Worker. 2009 Kwanya, T. Nairobi (2 marks)
- b) You have been appointed as a manager in Kenyatta National Hospital. Explain any THREE forms of communication that you may encounter in your line of duty. (6 marks)
- c) Non-Verbal communication is complementary to verbal communication. Explain any THREE forms of non-verbal communication you use in your daily communication. (6 marks)

QUESTION FOUR (20 MARKS)

- a) The University has decided to start a public speaking competition. Explain the ways that you will use to sharpen your speaking skills to boost your chances of winning the competition. (6 marks)
- b) You noticed your friend sweating around the nose during class presentation when she was invited to the stage. Discuss any three causes of stage fright among public speakers? (6 Marks)
- c) Off late you have been arriving to communication skills class late, and your lecturer has told you to write an e-mail apologising for always coming to class late during lectures as a condition to be allowed back to class. Come up with the email to apologise for your misconduct. (8 marks)

QUESTION FIVE(20 MARKS)

- a) You have been preparing for communication skills exam for the past two weeks. Describe in details how you employed the SQ3R technique in preparation for the exam. (8 marks)
- b) Jane seems to be performing very well in class, better than everyone else. Upon inquiring on what is her secret for better performance. She shares the secret to be “Listening”. Expound on any THREE types of listening that could be boosting Janes performance in class. (6 marks)
- c) Noise is a key element in the communication process. Elaborate on the reasons why one should pay attention on the THREE types of noise during communication. (6 marks)