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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2012/2013 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 17th April, 2013
Time: 2.00pm – 4.00pm

KLC 001 - COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) List and explain six steps in writing. (12 Marks)
- b) Clearly outline what credibility of a message means. (8 Marks)
- c) Explain the communication process. (10 Marks)

QUESTION TWO (20 MARKS)

Discuss the benefits of having clear and efficient communication channels to an organization.

QUESTION THREE (20 MARKS)

In order to avoid miscommunication, the encoder and decoder must be able to understand each other during the whole process. Explain. (20 Marks)

QUESTION FOUR (20 MARKS)

Discuss five parts of speech. (20 Marks)

QUESTION FIVE (20 MARKS)

List and explain five modern technological communication tools. (20 Marks)