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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 26th July, 2022
Time: 11.30am –1.30pm

KLC 001 - COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the excerpt below and answer the questions that follow:

HIV/AIDS remains one of the most significant present day scourges facing mankind in the entire world. Studies have revealed that HIV/AIDS- related illnesses are the leading causes of deaths among the young people (10-24years) globally. For instance, 3.9million young people aged 15-24years were living with HIV in 2014 globally (UNAIDS 2015).Accordingly, AIDS related illnesses are currently the foremost causes of death amongst the youth in Africa. Furthermore, most of the youth living with HIV hail from low- and middle-income nations, with 84% in sub-Saharan Africa. Numerous and overlapping practices of discrimination and structural disparity affect the lives of young people and as such intensify their susceptibility to HIV. Over 50% of the total number of new HIV infections in Kenya in 2015, befell youngsters aged 15-24 years, a swift upsurge from 29% in 2013.Young women represented 33% of these new infections while their male colleagues accounted for only 16% of all the new infections. Besides holding wrong perceptions on HIV amongst the youth and having unprotected sex, there are other factors that have contributed to the prevalence of the scourge amongst these young people.

Substance abuse and commercial sex add to HIV risk and characterize corresponding susceptibilities that nearly young men engaging in sexual relations with their fellow males share with other young key populations globally (UNAIDS 2016). It has been noted that under the influence of drugs, it is easier for one to engage in risky behavior leading to the HIV infection than when one is in their sober mind. In Kenya for instance, research shows 19% of all students who are presently sexually active had sexual intercourse during the previous 3 months and 20% of male students who had sexual contact with other males drank alcohol or used drugs before their most recent sexual intercourse. It has been noted that under the influence of alcohol or even other drugs, most young people will engage in risky mannerisms such as sex without protection, engaging in sexual activities with multiple partners or even fail to take Antiretrovirals when required to do so.

Studies have shown that the more sexual partners one engages in unprotected sex with, the more likely they are to have sex with someone who has HIV but doesn't know their own status. The age of sexual debut is going up, showing a positive change in approaches amongst the youth pertaining sexual behavior (UNICEF 2013). Nonetheless, it is still comparatively low-slung in many nations, principally in Africa, and lower among female teenagers than their male counterparts in low- and middle-income countries (Idele, P. et al (2014). UNICEF approximates that between 30-50% of girls will give birth to their first child before the age of 19(*stop AIDS*, 2016). Strengthening the fight against drug abuse could yield good results given that alcohol and drug abuse has been cited as a key factor predisposing young people to HIV. While still addressing the HIV scourge, it is imperative to also address the underlying causal factors for alcohol and drug abuse. Efficient dissemination of information is necessary if the two intertwined menaces are to be fought effectively.

(Compiled from UNICEF (2013) 'Towards an AIDS-free generation: Children and AIDS Sixth Stocktaking report, 2013'; UNAIDS & UNESCO (2013) 'Young people today - Time to Act Now' 2017 & CNN (December 2016); 'AIDS is still a new threat to a younger generation').

Required

- a) Provide a suitable title for the excerpt. (1 mark)
- b) Explain the meaning of the following terms as used in the excerpt:
 - i) Sexual debut
 - ii) Susceptibility
 - iii) Risky mannerisms
 - iv) Present day
 - v) Foremost

(5 Marks)
- c) Highlight factors that have contributed to the dominance of HIV/aids among the youth according to the excerpt. (8 Marks)
- c) Give four possible reasons why a university student will be interested to read the above excerpt. (4 Marks)
- d) Discuss three types of reading that a student can adopt for the above excerpt. (6 Marks)
- e) Assuming you are doing a presentation for the excerpt, describe 3 appropriate visual aids you would use to make your work more vivid. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss Lasswell's model of communication. (10 Marks)
- b) Elaborate the following terms as used in documentation and referencing of academic work:
 - i) Citation ((2 Marks)
 - ii) Referencing (2 Marks)
 - iii) Bibliography (2 Marks)
 - iv) Footnotes (2 Marks)
 - v) Appendices (2 Marks)

QUESTION THREE (20 MARKS)

- a) Write a 200- word argumentative essay on the topic of your choice. (10 Marks)
- b) Esther, a student leader at the Kiriri Women's University of Science and Technology (KWUST) has been called upon to make a speech on behalf of the on-going students during KWUST's 10th graduation ceremony. Using appropriate communication skills, advise her on how to make an effective speech. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) You have been shortlisted for an interview as an intern at Computech Chip Company. Illustrate your key tasks before, during and after the interrogation. (12 Marks)
- b) Effective communication is key in message delivery and feedback acquisition. Explain at least four contexts within which communication can take place. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the communication process. (8 Marks)
- b) Write short notes on the following terms as used in communication;
- i) Haptics (2 Marks)
 - ii) Body orientation (2 Marks)
 - iii) Body proximity (2 Marks)
 - iv) Vertical communication (2 Marks)
 - v) Encoding barriers (2Marks)
 - vi) Projective listening (2 Marks)