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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR  
DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY**

**DBT 001 - COMMUNICATION SKILLS**

Date: 5<sup>th</sup> April, 2017.  
Time: 3.00 pm – 5:00pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Explain the following levels of communication;
- i) Intrapersonal communication
  - ii) Interpersonal communication
  - iii) Person to group communication
  - iv) Mass communication
- (8 Marks)
- b) Explain five various reading techniques university students can use to improve their reading skills. (10 Marks)
- c) Explain any 6 characteristics that one would consider to be an effective speaker. (12 Marks)

**QUESTION TWO (20 MARKS)**

- a) Explain the four levels of listening giving examples. (8 Marks)
- b) Identify and explain 6 barriers to effective reading. (12 Marks)

**QUESTION THREE (20 MARKS)**

- a) You have been experiencing problems in remembering your lectures and study materials. Explain the guidelines that would help you enhance your memory of what you study and hear in lectures. (10 Marks)
- b) Discuss the elements of non-verbal communication. (10Marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss elements of the communication process. (12Marks)
- b) Discuss the following basic flows of communication giving suitable examples;
- i) Upward communication
  - ii) Grapevine communication
  - iii) Horizontal or Lateral communication
  - iv) Downward communication

(8 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Your lecturer has recommended a certain reference for you to read. Identify what information in the reference will help you locate it in the library. (6 Marks)
- b) Identify and explain seven barriers to effective communication. (14Marks)