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(UNIVERSITY OF CHOICE)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS
FOR THE CERTIFICATE**

IN

**SOCIAL WORK AND COMMUNITY DEVELOPMENT /
CRIMINOLOGY**

COURSE CODE: CSD/0031/ 444/ 1A

COURSE TITLE: COMMUNICATION SKILLS

DATE: 8/12/2023

TIME: 9:00 – 11:00AM

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** (30 marks) and any other **TWO** questions (20 marks each)

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.



QUESTION ONE

- a) With the aid of a well labelled diagram, discuss the communication process (15 marks)
- b) Write short notes on non-verbal communication (15 marks)

QUESTION TWO

- a) Explain some of the communication barriers experienced in organizations today? (10 marks)
- b) Elaborate 5 ways in which the use of ICT has helped in improving communication processes in organizations today (10 marks)

QUESTION THREE

- a) Describe 5 ways in which an organization can visually communicate to its customers (10 marks)
- b) Give the differences between public and mass communication (10 marks)

QUESTION FOUR

- a) Give the structure of writing minutes in meetings (10 marks)
- b) Give the advantages of small group communication over a two-person communication (10 marks)

QUESTION FIVE

- a) Describe the process of preparing and conducting an interview (15 marks)
- b) Outline 5 challenges that can be experienced during an interview (5 marks)