



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2016

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE BUSINESS/ BACHELOR OF COMMERCE/ BACHELOR OF SCIENCE FINANCE/ BACHELOR OF CO-OPERATIVES AND COMMUNITY DEVELOPMENT/ BACHELOR OF DISASTER & RISK MANAGEMENT (BCOB YR 1 SEM 1/BCOM YR 1 SEM 1 /B.SC FINANCE YR 1 SEM 1/ BCCD YR 1 SEM 1/ BDRM YR 1 SEM 1)

UNIT CODE: HCOB 2502/HRD 2101/ CMCU 2101

UNIT TITLE: COMMUNICATION SKILLS

DATE: 14TH DECEMBER, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

Read the passage below and then answer the questions that follow

There is an old saying that necessity is a mother of innovations. This simply means that people are inspired to design and create new things when there is a need for such an item. Since the beginning of time, people have been trying to make better mousetraps, or rather, improve on what they have to better meet their needs. Some of these innovations have been tremendously successful, such as the automobile, indoor plumbing and the computer. Other ideas have failed to catch on. Well, today I'm going to introduce you to some creative Americans and their innovations. Some of which were successful and some that fell flat.

First, I will tell you about a guy who had the idea of using heavy canvas fabric from tents to make work clothes. I am talking about the blue jeans and not just any blue jeans but Levis 'jeans, invented in the 1850's by Levi Strauss. He made pants and also jackets out of tent canvas for miners working in the gold mines of Nevada. At first, he used the fabric in its natural off white color, but that got dirty too fast, so he began dyeing it a dark blue.

Miners complained that the fabric was too stiff and scratch. Strauss noted this and soon found a softer cotton fabric with similar durability, yet softer to the touch. The fabric came from Nimes in France and was called Serge de Nimes. In English, de Nimes is pronounced denim so that's why this type of fabric denim.

So, was Levi Strauss successful in building a better mouse trap? You bet! jeans are everywhere in the world today. And despite the vast number of other brand, names and designer jeans, most people just refer to all of them as Levi's.

- (a) Provide a suitable title for this passage (2 marks)
- (b) What TWO problems did the miners have with the first Levi's jeans. (3 marks)
- (c) Why according to the writer, do many people use the word Levi's referring to all brands of blue jeans? (2 marks)
- (d) What does the writer mean by saying that Strauss was successful in building a better mouse trap? (2 marks)
- (e) State and explain the level of reading that would be applied by the reader to get a gist of the passage. (3 marks)

- (f) Under what type of writing would you categorize the passage? Explain your answer. (6 marks)
- (g) Assuming that you were telling this story to a group of people, state and explain THREE receiver related barriers that might occur in the process of transmitting the message to them. (6 marks)
- (h) Describe the best reading method recommended for the above passage. (6 marks)

QUESTION TWO

Write an academic essay or an argument on any one of the following. (20 marks)

- (a) The influence of globalization on contemporary society
- (b) The relevance of communication skills to a university student
- (c) Relationship with a married woman / man is dangerous
- (d) You need a university degree to get a good job these days

Marks will be awarded for:

- i. A good outline plan
- ii. A good thesis statement + topic sentences
- iii. Good paragraphing and punctuation
- iv. Relevant content
- v. Use of cohesive devices and other features of academic writing

QUESTION FIVE

- (a) Using a diagram describe the elements of communication in a communication process. (10 marks)
- (b) Outline and explain the concept of time management and demonstrate how a university student can use it to optimize his or her utilization of time at university. (10 marks)

QUESTION FOUR

- (a) A student wrote the following in a reference page and scored no marks. Correct the page using *APA style of referencing*. (12 marks)
 - i. The Caucasian chalk circle, Bertold Bretsch Est African Publication Publishers Der es Salam 1959.
 - ii. Okumba Miruka Acasia Publishers 2nd Edition Studying Oral Literature 2003 Nairobi
 - iii. Decolonizing The Mind, The politics of Language in African Literature, Heinmann London Ngugi Wa Thiong'o
 - iv. Devil on The Cross January, 8th 2002, Ngugi Wa Thiong'o, EAP
- (b) The purpose of reading determines passing or failing exams at university. By citing supportive illustrations discuss this statement. (8 marks)

QUESTION FIVE

- (a) List and explain THREE sources of information through which learners acquire knowledge. (6 marks)
- (b) Wendy arrives for a lecture on common communication skills forty minutes late. She had not obtained a course outline although this is the fourth lecture in this course. During the lecture, Wendy keeps nudging Maurice to find out what the topic being discuss is and how much the class had already written. After the lecture, she puts away her notes and waits to retrieve them for the next lecture.
 - i. Identify TWO things that Wendy is doing wrong before a lecture. (2 marks)
 - ii. Identify TWO things that Wendy is doing wrong during the lecture. (2 marks)
 - iii. Identify TWO things after the lecture that will deny her the maximum benefit from the lecture. (2 marks)
- (c) Why should a student have a study plan? (2 marks)
- (d) List and briefly explain THREE types of libraries (6 marks)