



THE CO-OPERATIVE UNIVERSITY OF KENYA
END OF SEMESTER EXAMINATION DECEMBER-2022
EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE BUSINESS
(YR I SEM I)

UNIT CODE: BUSU 1101

UNIT TITLE: COMMUNICATION SKILLS

DATE: THURSDAY 15TH DECEMBER, 2022

TIME: 9:00 AM – 11:00 AM

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INSTRUCTIONS:

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

QUESTION ONE

- (a) Below is a list of books and other reference material that a student consulted while doing research. Prepare a reference list using APA citation system. (10 Marks)
- i) The River and the Source. (1994). Focus books. Ogola, M.A. Nairobi: (2 Marks)
 - ii) (1990). A student's guide to writing and study skills. Nairobi: Okoth, O. Nairobi University Press. (2 Marks)
 - iii) (1974). Nairobi University Press. A History of the Kikuyu 1500-1900. Muriuki G. & Berg F. Nairobi: (2 Marks)
 - iv) London: Writing and the Writer. Heinemann. (1982). Smith F. (2 Marks)
 - v) Aminata. A play (1988). Imbuga, F. Nairobi: East African Publishers. (2 Marks)
- (b) Write an essay titled, **“Towards a Covid-19 free society”** Developing not more than FIVE sensible paragraphs (10 Marks)
- (c) A notice is usually given to all members expected to attend a formal meeting. Prepare a notice inviting the shareholders of Mwangaza Limited for an Annual General Meeting to be held in the course of next month. (10 Marks)

QUESTION TWO

- (a) Your close friend has been labelled a poor listener by fellow class classmates. Explain the reason for this and how you can advise her/him to change (10 Marks)

- (b) End of semester examinations are set to begin in a month's time and Edith who is a first year student does not know how to carry out her revision. Give her suggestions on what she should do (10 Marks)

QUESTION THREE

- (a) Using a relevant scenario, discuss the main concepts of the Schramm's model as it is used in the communication process (10 Marks)
- (b) You have been invited to make a business presentation to a group of employees in XYZ Limited. Explain five techniques you should use to make your presentation effective. (10 Marks)

QUESTION FOUR

- (a) As a secretary of a company X, you were entrusted by the Board to report on the feasibility of starting a new unit of the company in a rural area. Using a letter format write a report. (10 Marks)
- (b) Expound on five things to avoid during an interview (10 Marks)

QUESTION FIVE

- (a) Using examples, explain 7 C's of effective communication that can be used to communication either through verbal, written, nonverbal or audio-visual. (14 Marks)
- (b) Explain the element of noise as a barrier to effective communication. (6Marks)