



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION DECEMBER-2019

EXAMINATION FOR THE DEGREE OF BACHELOR OF CO-OPERATIVE

BUSINESS/COMMERCE

UNIT CODE: BUCU 2101

UNIT TITLE: COMMUNICATION SKILLS

DATE: DECEMBER, 2019

TIME:

INSTRUCTIONS:

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

QUESTION ONE

Read the passage below and then answer the questions that follow

Between us there was, as I have already said somewhere, the bond of the sea. Besides holding out heart together through long periods of separation, it had the effect of making us tolerant of each other's yarns-and even convictions. The Lawyer-the best of old fellows-had, because of his many years and many virtues, the only cushion on deck, was lying on the only rug.

The Accountant had brought out already a box of dominoes, and was toying architecturally with the bones. Marlow sat cross-legged right after learning against the Mizzen-mast. He had sunken cheeks, a yellow

complexion a straight back, an ascetic aspect and with this arms dropped, the palms of hand outwards, resembled an idol. The Director, satisfied the anchor had good hold, made his way aft and sat down amongst us. We exchanged a few words lazily.

Afterwards there was silence on board the yacht. For some reasons or other we did not begin the game of dominoes. We felt meditative, and fit for nothing but placid staring. The day was ending in serenity of still and exquisite brilliance.

The water shone pacifically; the sky, without a speck, was a benign immensity of unstained light; the very mist on the Essex marches was like a gauzy and radiant fabric, hung from the wooded rises inland and draping the low shores in *diaphanous* fold. Only the gloom to the west brooding over the upper reaches, became more sombre every minute, as if angered by the approach of the sun.

An at last, in its curved and imperceptible fall, the sun and low and from glowing white changed to a dull red without rays and without heat, as if about to go out suddenly, stricken to death by the touch of that gloom brooding over a crowd of men.

Author: Joseph Conrad.

- (a) Provide a suitable title for this passage and justify your answer accordingly (2 marks)
- (b) As it is used in the passage to describe the mist, what is the meaning of the underlined word 'diaphanous' (2 marks)
- (c) Where does the narrator of this passage tell his story from? (2marks)
- (d) State and explain any FOUR tips that can be used when planning an oral reading presentation for the passage (8 marks)
- (e) Under what type of essay would you categorize the passage? Explain your answer (4 marks)

- (f) Describe the best reading method recommended for the passage (6 marks)
- (g) Assuming you were telling this story to your study group, state and explain any THREE receiver barriers of communication that may affect your message delivery (6 marks)

QUESTION TWO

- (a) Write a descriptive essay on any tourist site in Kenya that contributes to the social economic progress of the country. The essay should utilize the structure of a well written essay (15 marks)
- (b) Using a well labelled diagram, describe the communication process (5 marks)

QUESTION THREE

- (a) As the student leader in charge of sports and clubs, you have been asked to take minutes during a meeting on how to improve extra curricula activities at the Cooperative University of Kenya, Write up this document ensuring that you include all the elements of well written minutes (15 marks)
- (b) Outline and explain the concept of 'Academic writing and demonstrate why it is important study skill (5 marks)

QUESTION FOUR

- (a) List and explain any FOUR study method that can be used by a university student (8 marks)
- (b) Philip always has problems in managing his time at the university. He is always idling in campus and spends a lot time discussing social issues with his roommates
 - i) Identify any TWO strategies of time management hat would be useful to Thomas (2 marks)
 - ii) Identify any TWO scenarios when Philip can opt to multitask (2 marks)
 - iii) Identify TWO benefits of a private study time table towards better time management (2 marks)
- (c) List and briefly explain any THREE signals for effective reading (6 marks)

QUESTION FIVE

- (a) Using relevant examples demonstrate how you would reference the following (in-text citation) using the APA style of referencing
 - i) Book with ONE author (2 marks)
 - ii) Book with TWO authors (2 marks)
 - iii) Newspaper article (2 marks)
 - iv) Web page (2 marks)
 - v) Book with THREE to FIVE authors (2 marks)