

**PAN AFRICA CHRISTIAN UNIVERSITY**  
**AUGUST 2020 Trimester Exams**  
**UCC 104: COMMUNICATION SKILLS**  
**Time 2hrs.**

**Instructions: Answer question ONE and any other THREE questions. Each question carries 10 marks**

1. Demonstrate the usefulness of the skills learnt in this course through writing a 300 word essay entitled “Importance of Communication Competence” (10 marks).
2. Discuss the applicability of any **FIVE** non-verbal skills that would enhance learning in the higher education space (10 marks).
3. Explain how the **FIVE** main elements of the communication process contribute to an effective communication event (10 marks).
4. Describe any **FIVE** reading strategies that would be useful to a university student. Using your own examples illustrate how each contributes to information acquisition for such a learner (10 marks).
5. Using illustrations from verbal, non-verbal or written communication, discuss any **FIVE** reasons that would make communication to be described as “a skilled performance” (10 marks).