



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF
BACHELOR OF ARTS IN COMMUNICATION
BACHELOR OF BUSINESS LEADERSHIP
BACHELOR OF ARTS IN BIBLE & THEOLOGY
BACHELOR OF ARTS IN COUNSELING PSYCHOLOGY
ALL DIPLOMAS
MAY-AUGUST 2019 SEMESTER

CAMPUS: ROYSAMBU

**DEPARTMENT: COMMUNICATION, LANGUAGES &
LINGUISTICS**

COURSE CODE: UCC104

COURSE TITLE: COMMUNICATION SKILLS

EXAM DATE: WEDNESDAY 7th AUGUST 2019

DURATION: 2 HOURS

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- ANSWER QUESTION ONE AND ANY TWO OTHER QUESTIONS
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: Compulsory

- (a) Define Communication (2mks)
- (b) Discuss how each of the following forms of communication affects communication
 - (i) Paraverbal communication (2mks)
 - (ii) Non-verbal communication (2mks)
- (c) Assess **SIX** Characteristics of Communication (12mks)
- (d) Describe **SIX** barriers to communication that you encounter as a learner (12mks)

QUESTION TWO

- a) Illustrate **FIVE** aspects to consider in order to be a good communicator (10mks)
- b) Discuss two characteristics of ethical communication (4 mks)
- c) Explain how the following contribute to unethical communication
 - (i) Plagiarism (2mks)
 - (ii) Misrepresenting numbers (2mks)
 - (iii) Distorting visuals (2mks)

QUESTION THREE

- a) Explain **FIVE** distinct active listening components (10 mks)
- b) Using relevant examples, describe the SQ3R method of reading effectively (10 mks)

QUESTION FOUR

- a) Discuss **FIVE** rules that should be applied by a study group (10 mks)
- b) Describe **FIVE** ways that you can capture your audience's attention while introducing a speech (10 mks)

QUESTION FIVE

- a) Explain **FIVE** R's of Note taking (10 mks)
- b) With relevant examples, discuss **FIVE** reasons why a communicator writes (10mks)