



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
MAY-AUGUST 2019 SEMESTER

CAMPUS: ROYSAMBU

**DEPARTMENT: COMMUNICATION, LANGUAGES &
LINGUISTICS**

COURSE CODE: UCC104

COURSE TITLE: COMMUNICATION SKILLS

EXAM DATE: MONDAY 5th AUGUST 2019

DURATION: 2 HOURS

TIME: 5:30PM-7:30PM

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*

SECTION A: (COMPULSORY)

Q. 1.

a) Use the information in the following table to make notes in paragraph form on the ‘Characteristics of communication styles’. [16 marks]

Active • Direct • Quick to decide • Use language for impact • Confident • Jump in to fill pauses & silences	Logical • Strong opinions • Use of language of extremes • Practical & realistic • Like framework • Need aim & evidence • Logical approach
Connector • Approachable • Empathetic • Intuitive & rely on feelings • Subjective • Considerate • Pause before talking	Thinker • Objective • Seek date & facts • Controlled • Think before speaking • Less concerned with emotions

Adapted from *Effective Communication* www.free-management-ebooks.com 2013

b) Fill in the gaps in the following text with appropriate words or phrases [8 marks]

Language learning

*The way in which parents correct their children’s errors in their first language tends to be limited to corrections of meaning. _____ i _____, in informal learning of a second language (i.e. not in the classroom) errors that do not interfere with meaning are usually _____ ii _____, because most people would feel they were being impolite if they interrupted and _____ iii _____ someone who was trying to have a conversation with them! _____ iv _____, they may ‘correct’ if they cannot understand what the speaker is trying to say. _____ v _____, errors of grammar and pronunciation are rarely commented on, but the wrong choice of _____ vi _____ may receive a comment from the _____ vii _____ listener. The only place where the correction of language errors is common is the _____ viii _____ classroom. (Adapted from Lynch and Anderson (2013) *Grammar for Academic Writing*)*

c) Discuss two differences between informational listening and critical listening. [4 marks]

SECTION B (ANSWER ANY TWO QUESTIONS)

Q. 2.

a) With illustrations, explain two differences between speaking to inform and speaking to persuade. [4 marks]

b) Identify four listening behaviour and explain how each one contributes to effective communication. [16 marks]

Q. 3.

a) Explain how any two para-verbal signals convey meaning in speech. [6 marks]

b) Read the following text and do the following

i) Give the text an appropriate title [2 marks]

ii) Write two more appropriate paragraphs to complete the text [12 marks]

An American or British person might be looking their client in the eye to show that they are paying full attention to what is being said, but if that client is from Japan or Korea, they might find the direct eye contact awkward or even disrespectful. In parts of South America and Africa, prolonged eye contact could also be seen as challenging authority. In the Middle East, eye contact across genders is considered inappropriate, although eye contact within a gender could signify honesty and truthfulness.

Q. 4.

a) Rewrite the following passage to make it coherent and intelligible [4 marks]

a lack of understanding of the cultural norms and practices of our business acquaintances can result in unfair judgements misunderstandings and breakdowns in communication here are three basic areas of differences in the business etiquette around the world that could help stand you in good stead when you next find yourself working with someone from a different culture much of todays business is conducted across international borders and while the majority of the global business community might share the use of english as a common language the nuances and expectations of business communication might differ greatly from culture to culture

b) Define *academic voice* and illustrate four ways of achieving it in critical writing.

[16 marks]

Q. 5.

a) With examples, explain two ways you will use questions in critical reading. [4 marks]

b) With examples, discuss four methods you will use to determine the authenticity of the information you get from the internet for your academic papers. [16 marks]