



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES
BACHELOR OF SCIENCE IN INFORMATION
SCIENCES**

**COURSE TITLE: HUMAN COMMUNICATION
COURSE CODE: INS 1206**

DATE: 17TH APRIL 2019

TIME: 11.00-13.00HRS

INSTRUCTIONS TO CANDIDATES

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS FROM
SECTION B**

SECTION A

QUESTION ONE

- a. Explain the need and purpose for meetings in an organization. **(4 Marks)**
- b. Make brief notes on the following types of interviews. **(6 Marks)**
 - Series interview
 - Panel interview
 - Single interview
- c. It would seem, that public speaking is something that comes natural and is very easy to do. State the ways of dealing with nervousness while making a public speech. **(4 Marks)**
- d. Differentiate between statutory and non-statutory reports. **(2 Marks)**
- e. Apart from the job seeking interviews, explain **THREE** other workplace interviews. **(6 Marks)**
- f. Explain the **FOUR** principles of interpersonal communication ` **(8 Marks)**

SECTION B

QUESTION TWO

“Interpersonal communication is an exchange of information between two or more people. The role of interpersonal communication has been studied mainly as a mediator for mass media effects.” Discuss **(20 Marks)**

QUESTION THREE

Nonverbal communication describes the process of conveying meaning in the form of non-word messages. Nonverbal cues are conventional and culture-specific. With the help of relevant examples discuss the above statement. **(20 Marks)**

QUESTION FOUR

Differentiate between the following three features that characterize report writing at a very basic level. **(20 Marks)**

- a) Pre-defined structure
- b) Independent sections
- c) Unbiased conclusions.
- d) Recommendations

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