



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF ARTS HUMANITIES SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
UNIVERSITY COMMON COURSE**

COURSE CODE: CMJ 1100-1

COURSE TITLE: COMMUNICATION SKILLS

DATE: 29/1/2024

TIME: 1430-1630 HRS

INSTRUCTION

Answer all questions

*This paper consists of **TWO** printed pages. Please turn over.*

SECTION A: READING SKILLS

1. Francis Tatua joined the esteemed Masai Mara University to pursue a course in Bachelor of Arts in Communication and Public Relations in the month of October 2023. As he left home to pursue his career to its highest canyons, he had done a resolution that he shall be focused in his studies.

a) Advise him on the various methods that he can use to comprehend a difficult text. **(4 marks)**

b) Elucidate other reasons for reading other than acquiring knowledge and information that this student can engage in. **(4 marks)**

c) Distinguish between intensive and extensive reading skills. **(2 marks)**

SECTION B: LISTENING SKILLS

2. Elucidate barriers to effective listening skills **(5 marks)**

3. The Dean of Students at Masai mara University has chosen you to give a Public Lecture at Ole Karei Complex on sensitizing the students on the negative effects of drug and substance abuse. Explore the various considerations you would put in place to make sure that you will have an active audience. **(5 marks)**

SECTION C: STUDY SKILLS

4. Define the term *Studying*. **(2 marks)**

5. Explain **EIGHT** characteristics of an effective study timetable. **(8 marks)**

SECTION D: EXAMINATION SKILLS

6. Explain the **FOUR** key factors that a student **MUST** consider so as to handle examinations effectively. **(4 marks)**

7. State any **SIX** common direction words as used in examinations. **(6 marks)**

SECTION E: LIBRARY SKILLS

8. Define the term *Library* **(3 marks)**

9. Explain the **SEVEN** sections of a library **(7 marks)**

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