



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE,  
ENVIRONMENTAL STUDIES & AGRICULTURE**

**CERTIFICATE IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: CTW 001**

**COURSE TITLE: COMMUNICATION SKILLS AND  
ICT.**

**DATE: 31/1/2024**

**TIME: 1100-1300 HRS**

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**Instructions:**

*Answer **ALL** questions in section A and any other **TWO** in section B.*

*This paper consists of 3 printed pages. Please turn over*

### **QUESTION ONE**

- a) Describe a situation where you had to practice active listening effectively, whether in an academic or professional setting. Discuss the key elements of active listening that you employed and the positive outcomes that resulted from your listening skills. **(10 marks)**
- b) Discuss the different types of examination questions based on Bloom's Taxonomy, emphasizing their application. **(10 marks)**
- c) Imagine you are preparing a presentation for a diverse audience. Explain the importance of using visual aids (such as slides, charts, or images) in enhancing the effectiveness of your presentation. Describe how you would select, design, and incorporate visual aids to engage and convey information to your audience. **(10 marks)**

### **QUESTION TWO**

You are a newly appointed library assistant at a university library. A student approaches you seeking guidance on effective research strategies. Draft a response to the student, outlining essential library skills and providing recommendations on utilizing library resources for academic research. Ensure your response covers topics such as database searching, citation management, and accessing academic journals. **(20 marks)**

### **QUESTION THREE**

You have recently completed a Certificate in Tourism and Wildlife

Management and have come across a job opportunity as a Tourism Officer at a well-known wildlife conservation organization. Draft a letter of application expressing your interest in the position and highlighting your qualifications. Additionally, attach your Curriculum Vitae (CV) to provide further details about your education, skills, and experiences relevant to the role. **(20 marks)**

### **QUESTION FOUR**

Write a narrative essay recounting a memorable experience from your life. Consider an event that had a significant impact on you, whether it was a personal achievement, a moment of realization, or a challenging situation that led to personal growth. Craft your narrative with vivid details, emotions, and reflections, providing the reader with a compelling and engaging story. **(20 marks)**

### **QUESTION FIVE**

Imagine you are serving in the capacity of the Registrar of Academic Affairs in a university. Draft a memo notifying students about the commencement of the end-of-semester examinations. The memo should include essential information such as the exam schedule, venue, and any specific instructions or guidelines. Ensure clarity, professionalism, and accuracy in conveying the details. **(20 marks)**

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