



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE,
ENVIRONMENTAL STUDIES & AGRICULTURE
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 110

COURSE TITLE: COMMUNICATION SKILLS.

DATE: 7/2/2024

TIME:1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO questions

This paper consists of THREE printed pages. Please turn over.

QUESTION ONE

a.) Imagine that you have been tasked with delivering a persuasive speech on the importance of community service. Outline the key elements you would incorporate into your speech to ensure effective communication. **(6 marks)**

b.) You are attending a lecture on environmental sustainability. Create a set of organized notes summarizing the main ideas and key concepts discussed during the lecture. **(6 marks)**

c.) During a team meeting, your supervisor gives verbal instructions for an upcoming project. Outline the key steps you would take to ensure effective listening. Include strategies for active listening, clarifying information, and confirming your understanding. Describe how you would use these listening skills to contribute meaningfully to the project. **(6 marks)**

d.) Discuss, with illustrations, the application of the SQ4R method for effective examination preparation. **(12 marks)**

QUESTION TWO

a) Identify and explain three common barriers to effective listening in interpersonal communication. Provide examples of how these barriers can hinder communication. **(10 marks)**

b) You are a manager addressing a team about a significant organizational change. Discuss potential communication barriers that might arise in this situation and propose strategies to overcome them. **(10 marks)**

QUESTION THREE

Imagine you are tasked with conducting a library workshop for incoming first year students in Maasai Mara University to enhance their library skills. Design a brief presentation highlighting the key library skills they should develop for successful academic research. Include topics such as navigating the library catalog, using online databases, evaluating sources, and understanding citation styles. Additionally, outline interactive activities or demonstrations

you would incorporate into the workshop to engage the students in learning these skills. **(20 marks)**

QUESTION FOUR

a.) Explain the importance of effective note-taking in the learning process **(8mks)**

b.) Give two examples of each of the following types of sentences:

- i. Simple sentence
- ii. Double sentence
- iii. Multiple sentence
- iv. Interrogative sentence
- v. Exclamative sentence
- vi. Imperative sentence

(12mks)

QUESTION FIVE

In recent years, there has been a growing debate about the impact of social media on society. Some argue that social media platforms contribute positively to communication, information sharing, and community building. Others contend that the negative consequences, such as the spread of misinformation, cyberbullying, and invasion of privacy, outweigh the benefits.

Task:

Write an argumentative essay presenting your perspective on the impact of social media on society. **(20 marks)**

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