



MAASAI MARA UNIVERSITY

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

**SCHOOL OF PURE APPLIED AND HEALTH
SCIENCES**

BSC INFORMATION SCIENCES

COURSE CODE: INS 1209-1

**COURSE TITLE: COMMUNICATION FOR
INFORMATION PRACTITIONERS**

DATE: 20/5/2024

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO questions

QUESTION ONE (COMPULSORY 20 MARKS)

SECTION A

QUESTION ONE

- a. Make brief notes on the following terms as used in communication.
 - Written Communication **(1 Mark)**
 - Non-verbal communication **(1 Mark)**
 - Visual communication **(1 Mark)**
- b. Explain the factors that influence the choice of channel in communication. **(6 Marks)**
- c. Explain two types of interviews. **(2 Marks)**
- d. Make brief notes on three non-verbal cues in communication. **(6 Marks)**
- e. Explain the three sections of a report. **(3 Marks)**

SECTION B

QUESTION TWO

- a. Differentiate between the following speeches. **(3 Marks)**
 - i. Impromptu speeches
 - ii. Manuscript speeches
 - iii. Extemporaneous speeches
- b. List four benefits of public speaking skills. **(2 Marks)**
- c. Clearly explain five strategies of becoming a good public speaker. **(10 Marks)**

QUESTION THREE

- a. Give four importance of holding meetings. **(4 Marks)**
- b. Differentiate between formal and informal meetings. **(4 Marks)**
- c. Explain three important meeting documents. **(4 Marks)**
- d. Outline three factors to consider when organizing meetings. **(3 Marks)**

QUESTION FOUR

- a. Give three characteristics of interviews. **(3 Marks)**
- b. Explain any four three stages of an interview. **(4 Marks)**
- c. Make notes on four types of questions asked in a job interview. **(8 Marks)**

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