



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATIONS 2017/2018 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER**

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES  
UNIVERSITY EXAMINATIONS FOR THE DEGREE OF  
BACHELOR OF SCIENCE (COMPUTER SCIENCE)**

**COURSE CODE: INS 1206**

**COURSE TITLE: HUMAN COMMUNICATION**

**DATE: 2<sup>ND</sup> MAY, 2018**

**TIME: 1100 - 1300 HRS**

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### **INSTRUCTIONS**

Answer **Question ONE** and any other **TWO** questions.

## **SECTION A**

### **QUESTION ONE (COMPULSORY) 30 MARKS)**

- (a) Define the term 'Human Communication'. **( 2 Marks)**
- (b) Explain **FOUR** characteristics of the communication process. **(8 Marks)**
- (c) Explain **THREE** most effective skills an individual requires to become an effective communicator. **(6 Marks)**
- (d) Outline the need/purpose of a meeting in an organization. **(4 Marks)**
- (e) Explain significance of public speaking in society. **(4 Marks)**
- (f) Explain **THREE** factors to consider when formulating an advertisement. **(6 Marks)**

### **QUESTION TWO**

- a) Communication is only effective if the message that is received is the same one that is sent; explain in detail any **SIX** components of the communication process. **(12 Marks)**
- b) Define the following terms as used in communication. **(8 Marks)**
  - i. Interpersonal communication
  - ii. Interpersonal communication
  - iii. Non-verbal communication
  - iv. Audio-visual communication

### **QUESTION THREE**

- (a) An interview is an exchange of information that involves two sides; the interviewer and interviewee. Explain the common mistakes made by interviewers. **(10 Marks)**
- (b) Discuss **FIVE** strategies of becoming an effective public speaker. **(10 Marks)**

### **QUESTION FOUR**

Peter was recently appointed Communication Officer at Management University of Africa, his first assignment entailed coming up with a report on public relations to be presented in a management meeting in a week's time.

- (a) Explain the **THREE** main sections of a presentation. **(12 Marks)**
- (b) Give the **THREE** benefits for using visual aids in presentations. **(8 Marks)**

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