



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF TOURISM AND NATURAL
RESOURCES MANAGEMENT**

**CERTIFICATE IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: CTW 001

**COURSE TITLE: COMMUNICATION SKILLS
AND ICT**

DATE: 14TH DECEMBER 2018

TIME: 8.30 -10.30AM

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE** and any other **THREE** questions
2. Do not forget to write your Registration Number

Question one

- a) What is effective listening? **(2 Marks)**
- b)** List and explain seven principles of effective listening **(14 Marks)**
- c) Having the ability to listen carefully, speak clearly and put others at ease is valuable in any organization and can involve a wide range of skills. List five of these skills. **(5 Marks)**
- d) List the skills that a leader can learn, and practice, to make them a more effective listener. **(5 Marks)**

Question Two

- a) With the aid of a diagram, name and describe the steps of the communication process? **(15 Marks)**

Question Three

- a) Define the term email. **(2 Marks)**
- b) Name the parts of an email. **(10 Marks)**
- c) State three benefits of email communication **(3 Marks)**

Question Four

- a) Describe any four internet protocols that you know. **(8 Marks)**
- b) What is a web browser? **(2 Marks)**
- c) Name any five web browsers you know **(5 Marks)**

Question Five

- a) Non – verbal communication is said to be the most vital part of communication. Name and explain five non – verbal cues of communication. **(10 Marks)**
- b) Give five reasons why good communication skills is important in any organization. **(5 Marks)**

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