



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES**

COURSE CODE: CRM 100/CAS 10/DSS

1100/NWT 10

COURSE TITLE: COMMUNICATION SKILLS

DATE: 31ST MARCH, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

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

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

QUESTION ONE

1a.) Using relevant illustrations, distinguish between the following course related terms:

- i. In-text citation and end-note citation
- ii. Note-taking and note-making **(4 marks)**

b.) Elucidate the various types of essays by formulating valid topics for each type respectively **(8 marks)**

c.) Explicate the systematic application of the SQ4R technique for effective reading. **(9 marks)**

d.) Discuss the importance of communication to a student pursuing Criminology and penology **(5 marks)**

e.) Give examples of each of the following units of English grammar:

- i. Clause
- ii. Phrase
- iii. Sentence
- iv. Word **(4 marks)**

QUESTION TWO

2a.) Discuss the systematic way of enhancing concentration when attending a lecture **(10 marks)**

b.) Arambi has discovered after leaving the examination room that he did not respond to the examination questions as per the instructions. It is a habit that is circumventing his university education and he needs assistance so that he overcomes this challenge. Advise him on a strategy that he can employ so that he writes his examinations seamlessly without experiencing such difficulties **(10 marks)**

QUESTION THREE

3a.) Critically examine the components of a business plan **(10 marks)**

b.) Note-taking is a process that goes beyond mere listening and putting down pieces of information. With reference to Prof. Walter Pauk's model of note-taking, substantiate the above assertion. **(10 marks)**

QUESTION FOUR

4a.) Regardless of one's field of expertise, modern scholars owe a lot to Benjamin Bloom. Justify **(10 marks)**

b.) Discuss any five impediments to effective exchange of ideas and information among university students **(10 marks)**

QUESTION FIVE

5.) Imagine that you are the newly appointed Registrar for Academic Affairs at Academic Giants University, write a memo informing the students to adhere to the protocols of preventing the spread of Covid-19 and strict observation of the recently released academic calendar. **(20 marks)**

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