



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2021 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCE,
TOURISM AND HOSPITALITY
CERTIFICATE IN TOURISM AND WILD LIFE
MANAGEMENT**

COURSE CODE: CTW 001

COURSE TITLE: COMMUNICATION SKILLS

DATE: APRIL, 2022

TIME:

INSTRUCTIONS TO CANDIDATES

Answer question ONE and ANY OTHER TWO

This paper consists of 2 printed pages. Please turn over.

QUESTION ONE

- a) Discuss the barriers to effective communication. **(6 marks)**
- b) Using a well labeled diagram, discuss Shannon and Warren Weaver(1949) model of communication. **(6 marks)**
- c) Discuss any three ways that you find communication skills to be relevant in your field of specialization **(6 marks)**
- d) Using suitable illustrations, explicate the six examination taxonomic units as postulated by Benjamin Bloom **(12 marks)**

QUESTION TWO

- a) Discuss the main components of active listening. **(12 marks)**
- b) Demonstrate the significance of group study **(4 marks)**
- c) Examine the barriers to effective listening. **(4 marks)**

QUESTION THREE

- 3a.) Discuss the main types of delivery of a presentation **(8 marks)**
- b.) Exemplify the five documentation styles used by scholars across the globe **(10 marks)**

QUESTION FOUR

A library is an organized collection of books and other literary materials kept for reading, study and consultation. In order to realize this aim, discuss three key information resources as well as four rules and regulations aligned to the usage of the library. **(20 marks)**

QUESTION FIVE

Imagine that you have just completed your university studies with certificate in Tourism and Wild life Management and you have learnt about a job advertisement made by the Maasai Mara National Park. Write an application letter to Managing director seeking for placement and attach your Curriculum vitae (CV).

(20 marks)