



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

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

**DIPLOMA IN SOCIAL WORK AND COMMUNITY  
DEVELOPMENT**

**COURSE CODE: DSS 1100**

**COURSE TITLE: COMMUNICATION SKILLS**

**DATE: 16/5/2024**

**TIME: 1100-1300 HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

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

### **QUESTION ONE**

- 1a.) Communication is the process of transmitting information, ideas and attitudes from one person to another through the use of mutually understood signs and language. Discuss with examples, the main forms of communication as envisaged in this definition. **(6 marks)**
- b.) Communication can take place in different contexts as long as the intended purpose is achieved. In this vein, elucidate the distinguishing features that make communication a unique phenomenon. **(10 marks)**
- c.) The application of communication skills in our daily activities can not be trivialized. With examples, critically examine the relevance of communication skills in the Social Science disciplines to reinforce this statement. **(10 marks)**
- d.) State any four levels that can be embraced in communication to advance interactions among members of the society **(4 marks)**

### **QUESTION TWO**

- 2a.) 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 any three types of libraries as well as four rules and regulations aligned to the usage of the library. **(10 marks)**
- b.) Citation is the acknowledgement of the various sources that a scholar has used in coming up with their research findings. Of what importance is this process? Using the APA style of referencing, show how the following work can be cited:

A book called “Communication Made Easier” written by John Rakwet and Benedict Williams in 2020. The work was published by New Vision publishers in Kigali Rwanda **(10 marks)**

### **QUESTION THREE**

- 3a.) With relevant illustrations, explicate the contribution of Benjamin Bloom to the conceptualization and classification of examination questions. **(12 marks)**
- b.) Using examples, discuss the following parts of speech:
- i. Interjections
  - ii. Articles and determiners
  - iii. Adverbs
  - iv. Gerunds **(8 marks)**

#### **QUESTION FOUR**

4a.) Critically examine the key components of a business plan **(10 marks)**

b.) Reading involves constructing meaning from a text so as to store the information in either short term or long-term memory. To achieve this objective, explain with illustrations, the utility of the SQ4R method of reading effectively **(10 marks)**

#### **QUESTION FIVE**

5.) Imagine that you have been invited as a motivational speaker to talk to teenagers in a rehabilitation centre about drug and substance abuse. Write a factual essay on the causes and effects of drug and substance abuse so as to rekindle morals in the lives of the teenagers you are addressing. **(20 marks)**

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