



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF ARTS IN KISWAHILI & JOURNALISM
AND BACHELOR OF EDUCATION (ARTS)**

**COURSE CODE: KIS 1105
COURSE TITLE: COMMUNICATION SKILLS IN
KISWAHILI**

DATE: 4TH DECEMBER 2018

TIME: 8:30 AM - 10:30 AM

INSTRUCTIONS TO CANDIDATES

- 1.** Question **ONE** is compulsory
- 2.** Answer any other **TWO** questions

1. (a) Fafanua mchakato wa mawasiliano unavyojitokeza katika muktadha wa usafiri wa umma. Rejelea wadau wafuatao kama sehemu ya mchakato huo.
 - i. Abiria (Alama 5)
 - ii. Mawakala (Alama 5)
 - iii. Utingo (Alama 5)
 - iv. Dereva (Alama 5)
- (b) Fafanua namna ishara na viziada lugha hutumiwa na wenye magari ya matatu kunadi biashara zao (Alama 10)
2. Fafanua aina nne za hotuba ukizingatia ufaafu na upungufu wake. (Alama 20)
3. Linganisha na ulinganue mawasiliano ya mazungumzo na maandishi kwa kuzingatia ufaafu na upungufu wake. (Alama 20)
4. (a) Jadili vizingiti mbalimbali vinavyoathiri ufanisi wa mawasiliano. (Alama 10)
- (b) Eleza jinsi tunavyoweza kukabiliana na vizingiti hivyo vya mawasiliano. (Alama 10)
5. Mawasiliano ya kielektroniki yamesababisha madhara makubwa katika jamii. Jadili kauli hii kwa kutoa mifano ya aina mbalimbali ya mawasiliano hayo. (Alama 20)

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