



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF COMMUNICATION AND
PUBLIC RELATIONS**

COURSE CODE: CPR1206

COURSE TITLE: COMMUNICATION SKILLS II

DATE: 15TH APRIL 2019

TIME: 2.30PM-4.30PM

INSTRUCTIONS TO CANDIDATES

Answer question ONE and any other TWO questions

QUESTION ONE (COMPULSORY)

- A. Explain five reasons why good writing skills are necessary for effective communication. (10 Marks)
- B. One should avoid dividing words at the end of lines. However, there are certain rules that apply when this is necessary. Explain five such rules. (10 Marks)
- C. Imagine that you work for Jua Company Limited as a Public Relations Manager. The community members living around the company have been having frequent wrangles with the employees of the organization. You have been appointed to lead the team that is going to negotiate with the community leaders concerning the issue. Explain five non-verbal cues that you will use while negotiating in order to ensure a peaceful resolution of the issues. (10 Marks)

QUESTION TWO

- A. Citing relevant examples, explain possible challenges that a listener may encounter when listening to a public speech. (10 Marks)
- B. Explain five ethical considerations in data collection. (10 Marks)

QUESTION THREE

- A. One of the factors that one should bear in mind when preparing a speech is the audience. Explain five types of audiences that a speech writer should consider in their speech preparation. (10 Marks)
- B. "Communication is not a panacea" Using relevant examples, explain the meaning of this statement. (10 Marks)

QUESTION FOUR

- A. Explain the reasons why a speaker should have clarity of thought when speaking. (10 Marks)
- B. Explain the measures that one would put in place to ensure effective participation in a discussion. (10 Marks)

QUESTION FIVE

- A. Explain five general guidelines on citations. (10 Marks)
- B. Explain the various factors that influence the choice of language while speaking. (10 Marks)

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