



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF THE DIPLOMA
DIPLOMA IN AGRICULTURAL AND APPLIED ECONOMICS
FIRST SEMESTER 2022/2023
(SEPTEMBER - DECEMBER, 2022)

AGEC 0105: COMMUNICATION SKILLS

STREAM: Y1 S1

TIME: 2 HOURS

DAY: THURSDAY, 3:00 P.M – 5:00 P.M

DATE: 15/12/2022

INSTRUCTIONS:

- 1. Do not write anything on this question paper.***
- 2. Answer ALL Questions in section A (Compulsory) and any other TWO Questions in section B.***

SECTION A (30MARKS)

QUESTION ONE

- Explain active reading and 5 activities involved in this type of reading. (10marks)
- Explain the barriers to effective communication. (10 marks)
- What is meant by the term 'effective listening'? Describe how this skill can be acquired and be developed. (10 marks)

SECTION B (40MARKS)

QUESTION TWO

- You need to consider several aspects in choosing a medium for a particular message. Explain the aspects. (10marks)
- What items the letter of apology should contain. (10marks)

QUESTION THREE

- a) With the aid of the diagram, explain the importance of each of the elements in the communication process (8marks)
- b) Describe the at least 6 activities involved in active listening (12marks)

QUESTION FOUR

- a) Describe the communication model, identifying the various components involved in the Process. (14marks)
- b) List 3 essential communication skills that the entrepreneur should strive to acquire. (6marks)