



**KISII UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF**  
**BACHELOR OF EDUCATION/EDUCATION ARTS**  
**SECOND SEMESTER, 2023/2024**  
**(JANUARY-APRIL, 2024)**

**KISW 125: LANGUAGE COMMUNICATION AND PUBLIC RELATIONS**

**STREAM: Y1S2**

**TIME: 2 HOURS**

**DAY: WEDNESDAY, 12:00 – 2:00 P.M.**

**DATE: 03/04/2024**

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**MAAGIZO**

- 1. Usiandike chochote kwenye karatasi ya maswali.***
- 2. Jibu Maswali MATATU. Swali la Kwanza na mengine MAWILI.***

**SWALI LA KWANZA**

- Fafanua maana ya dhana mawasiliano kwa mujibu wa wataalamu mbalimbali. (alama 5)
- Elezea vipengele muhimu vya mawasiliano. (alama 10)
- Jadili maana ya dhana mahusiano na umma. (alama 5)

**SWALI LA PILI**

Fafanua umuhimu wa mawasiliano na umma. (alama 20)

**SWALI LA TATU**

Elezea sifa za mawasiliano yanayofaa. (alama 20)

**SWALI LA NNE**

Fafanua changamoto ambazo aghalabu hukumba mawasiliano. (alama 20)

**SWALI LA TANO**

Jadili njia za kutatua changamoto ambazo huenda zikakumba mawasiliano. (alama 20)

**SWALI LA SITA**

Taja na kufafanua aina mbalimbali za mahusiano ya umma. (alama 20)