



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS
FIRST YEAR EXAMINATION FOR THE AWARD OF THE
CERTIFICATE IN PUBLIC ADMINISTRATION
FIRST SEMESTER 2023/2024
[JAN - APRIL, 2024]

CCPA 0011: COMMUNICATION SKILLS

STREAM: Y1 S1

TIME: 2 HOURS

DAY: WEDNESDAY, 3:00 - 5:00 P.M

DATE: 17/04/2024

INSTRUCTIONS

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

SECTION A

1. a) Define the following terms.
 - i. Encoding [3 marks]
 - ii. Decoding [3 marks]
 - iii. Feedback [2 marks]
 - iv. Skimming [2 marks]
- b) Highlight the ethical issues in communication. (20 marks)

SECTION B

2. Discuss the merits and demerits of grapevine communication. (20 marks)
3. As a youth in your community you have been invited to give a public speech in a youth seminar. Discuss the techniques you will use to arouse the audience. (20 marks)
4. Discuss the essentials of an effective oral communication (20 marks)
5. Discuss the various communication barriers and the way to overcome them. (20 marks)