



KISII UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF THE DIPLOMA IN INFORMAITON TECHNOLOGY

FIRST SEMESTER 2023/2024

[JAN – APRIL, 2024]

DIT 0104: 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 (Compulsory) and any other TWO questions.**

QUESTION ONE (20 MARKS)

- (a) Explain the meaning of the following terms in communication.
- (i) Decoding [2 Marks]
 - (ii) Feed back [2 Marks]
- b) “Communication is a process”. Discuss (6 Marks)
- (c) Discuss the three styles of communication [6 marks]
- (e) Distinguish between hearing and listening. [4 Marks]
- (f) Distinguish between interpersonal and intrapersonal communication [2 marks]
- (g) Explain four reasons why it is important for students to take notes in a lecture [4 marks]
- (h) State Four advantages of using written communication [4 marks]

QUESTION TWO (20 MARKS)

- (a) With the aid of a diagram, describe Schramm model of communication [10 marks]
- (b) Identify and explain at least five main aspects a manager of an organization needs to consider when choosing a particular medium of communication. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Using illustrations describe in detail any three reading techniques, indicating their advantages to the reader [10 marks]
- b) With relevant illustrations distinguish between verbal and non-verbal communication. [10 marks]

QUESTION FOUR (20 MARKS)

- (a) Discuss five reasons why listening is an important component of communication. [10 marks]
- (b) “Good and effective communication system leads to effective leadership and good human relations”. Discuss five ways on how to make oral communication effective. [10 marks]

QUESTION FIVE (20 MARKS)

Discuss the four categories of the channels of communication. [20 marks]