

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

**FIRST YEAR EXAMINATION FOR BACHELOR
OF COMMUNICATION AND MEDIA STUDIES**

COMS 111: COMMUNICATION SKILLS

STREAM: R

TIME: 2 HRS

DAY: TUESDAY (11.30-1.30PM)

DATE: 5/12/23

THIS QUESTION PAPER CONSISTS OF FIVE (5 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer **ALL** questions.

SECTION A: INTRODUCTION TO COMMUNICATION

QUESTION ONE

- i. Define the communication process (2mks)
- ii. Illustrate the main components of communication (4mks)
- iii. What are three advantages of written communication? (3mks)
- iv. Briefly explain the following terms/concepts in communication skills:
 - a. communication process (2mks)
 - b. encoding (2mks)
 - c. grapevine (2mks)
- v. What is non-verbal communication (2 mks)
- vi. Briefly explain three barriers of listening (3mks)

SECTION B: LIBRARY SKILLS

- 1) Briefly explain three different collections in a library (3mks)
- 2) State three categories of information (3marks)
- 3) What is a periodical? Give an example (1mark)
- 4) Define and state the function of the following resources in the library (4marks)
 - i) Index
 - ii) Catalogue
- 5) State two functions of each of the following types of libraries (4marks)
 - i) National library
 - ii) Public library

SECTION C: WRITING SKILLS

- 1) In an essay form discuss ways in which we can curb corruption in Kenya (15marks)

SECTION D: READING SKILLS**READ THE PASSAGE BELOW AND ANSWER THE QUESTIONS THAT****FOLLOW. (20 MARKS)**

On any given Sunday, all across the world, churches are likely to have more women in the pews than men. Some estimates place the so-called “gender gap” in America at 61 percent women. That means that every Sunday there are millions more women attending church than men.

There are several theories put forward for why, comparatively, there are so few men attending church. One theory is that the church’s teachings, emphasizing humility, holiness, and introspection, are seen by some men as “weak” or somehow less than masculine. Men are looking to be challenged with a “bold” message of adventure, danger and aggressiveness.

Finding the right activities to attract men is also a challenge for many churches. Some **congregations** make an extra effort to provide time of fellowship and bonding for men by adding hunting expeditions, fishing trips, sports, etc., to their schedules.

Another theory is that many churches, knowingly or unknowingly, create a feminine atmosphere with their décor. **Floral** arrangements, pastel colors, frilly curtains, and pictures of passive, pastoral scenes make for a peaceful ambiance, but they tend to make men feel a disconnect. Some churches attempt to appeal to masculine sensibilities by changing their décor to something edgier, darker, more robust and less nurturing.



Another explanation for why there are so few men in church has to do with the stereotypical masculine ego. Men are naturally self-reliant, headstrong, and proud, the theories go, and are therefore naturally more resistant to the diviner call to humility and submission. The gospel confronts our need, and men are often averse to admitting neediness.

There are other **hypotheses**, such as upbringing. Most men were reared by fathers who did not attend church services and so have no role model for masculine involvement in a church. There is the suggestion that men, the traditional breadwinners, are too busy working—or enjoying their day off work—to commit to a church. And overly sentimental church music is sometimes mentioned as something that keeps men away, too.

There might be a grain of truth in each of these theories, but none of them fully explain the gender gap in modern churches. No one rejects church simply because of frilly curtains or a sappy song; there is most likely a deeper problem.

Men avoid church for a variety of reasons, and church leaders should be aware of those possible reasons as they reach out to young men, husbands and fathers. Men should be challenged to emulate the heroes of the faith—robust men such as Moses, Elijah and Peter. The Christian life should be presented as the adventure it truly is. And we should pray that God would increase the number of men who recognize their God-given responsibilities and who are unafraid to commit their talents and service to a local church.



QUESTIONS

1. What percentage of church congregation in America is men according to the passage? (2 mks)
2. Make a list of church's teachings that men consider as weak. (3 mks)
3. Make notes on the reason for men's absence in church. (5 mks)
4. Name **three** heroes men should emulate as they attend the church services as mentioned in the passage. (3 mks)
5. State **two** ways in which more men can be encouraged to attend church services as discussed in the last paragraph of the passage. (2 mks)
6. Write down the message that the writer of this passage is trying to pass across. (2 mks)
7. Give the meaning of the following words as used in the passage. (3 mks)
 - (i) Congregations
 - (ii) Flora
 - (iii) Hypotheses

