

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2022/2023 ACADEMIC YEAR

FIRST YEAR EXAMINATION FOR THE DIPLOMA IN
COMMUNITY DEVELOPMENT

**CDEV 0116: COMMUNICATION SKILLS FOR COMMUNITY
DEVELOPMENT**

STREAM: R

TIME: 2 HRS

DAY: FRIDAY [8.30AM - 10.30AM] DATE: 09/12/2022

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS

- (i) Answer Question ONE and any other TWO questions
- (ii) Do not write on the question paper

QUESTION ONE: COMPULSORY (30 MARKS)

- (a) Using relevant examples, explain the main functions of communication (10 Marks)
- (b) Explain with examples the distinguishing features of mass communication (10 Marks)
- (c) Explain the principles of communication you are familiar with (10 Marks)

QUESTION TWO

- a) With relevant examples, distinguish between a communication model and communication theory (5 Marks)
- b) Explain the characteristics of a good report (15 Marks)

QUESTION THREE

- a) Explain the concept of noise in communication (5 Marks)
- b) Examine usefulness of listening, hearing and writing in communication (15 Marks)

QUESTION FOUR

- (a) What are some of the advantages and disadvantages of oral communication? (8 Marks)
- (b) Explain the types of oral communication you are familiar with (12 Marks)

QUESTION FIVE

- (a) Explain the importance of non-verbal communication (4 Marks)
- (b) Using relevant examples discuss the impact of mass media on contemporary society (16 Marks)

