



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

SPECIAL / SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMC 114

COURSE TITLE: RECEPTIVE & PRODUCTION SKILLS IN COMM

DATE: 1ST FEBRUARY, 2021

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE - COMPULSORY (30 MARKS)

Read the following excerpt carefully and answer the questions that follow:

- a) Kate hates her personal finance class and thinks her instructor is boring. The class meets at 8am and Kate misses a lot of class because she is a night owl. When she goes, she is usually late and sits at the back row so she can nap or catch up on her accounting. She never asks questions, volunteers for class exercises, or get involved in class discussions. Kate is confident that she can cram for EXAMS. Besides, she plans to be an accountant not a financial manager. She already knows how to balance her check book and do a budget. She can learn everything she needs from the text book, so she feels like it's no big deal if she misses a few classes.
- i. What could you suggest to help Kate change her behavior and attitude? (10 marks)
 - ii. What strategies would help her most? (5 marks)
 - iii. What habit can Kate adapt to make a real difference? (5 marks)
- b) Citing examples, discuss the six essential elements of communication. (10 marks)

QUESTION TWO (20 MARKS)

- a) Identify and write down a list of **TEN** daily situations where active listening is required. (10 marks)
- b) What listening strategies would increase your attention and responsiveness in the situations you have identified above? (10 marks)

QUESTION THREE (20 MARKS)

- a) Describe how you can make your least interesting class more interesting and productive (10 marks)
- b) Give some examples of how being an active note –taker can create a positive learning experience. (10 marks)

QUESTION FOUR (20 MARKS)

Steve has been promoted to a County Communications officer. He has to present monthly speeches to the top management and give motivational seminars at least twice a year. Steve would like to make his writing and presentations more clear, concise and motivational.

- a) What suggestions would you give to Steve to help make his presentations professional and interesting? (10 marks)
- b) What strategies would he use to improve his writing skills? (10 marks)

QUESTION FIVE (20 MARKS)

- a) As a public Speaker, what things should you look for when analyzing your audience? (10 marks)
- b) Explain the importance of an audience goal and give an example. (10 marks)

QUESTION SIX (20 MARKS)

Effective Listening requires sustained attention and focus. Discuss the steps in the listening Process .Give an example of how one message goes through these steps.