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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER

MAIN EXAMINATION

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

COURSE CODE: JMC 114

**COURSE TITLE: RECEPTIVE AND PRODUCTION SKILLS IN
COMMUNICATION**

DATE: 02/02/2022

TIME: 2.00-4.00PM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

SECTION A: COMPULSORY (30 MARKS)

Your JMC 114 Group has been invited to make a class presentation on the topic assigned to you early in the semester. During the presentation, you notice that some students are not fully attentive and therefore not concentrating in what your group is presenting.

Examine;

- a) Five possible causes of lack of concentration by the class(5 marks)
- b) Five strategies that your Group may employ to remedy the problem(s) in (a) above (10 marks)
- c) Five challenges that your Group faced during the Group Formation Stage (10 marks)
- d) Five ways that your Group used to overcome the challenges in (c) above (5 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

QUESTION TWO (20 marks)

- a) You have been asked by your JMC 114 Lecturer to address a group of Secondary School Students who have visited Kibabii University on the topic:

HOW TO OVERCOME A POOR READING CULTURE IN KENYAN SECONDARY SCHOOLS.

Write a 200-word Speech that you will deliver (15 marks)

- b) Evaluate five reasons why students at the university level are required to use citations in all their academic and scholarly assignments (5marks)

QUESTION THREE (20 MARKS)

During the Orientation week, one of the areas that you visited is the University Library. The Librarians addressed you on the various issues, among them, Effective Reading Skills.

- a) Discuss such five skills that you must employ to pass your examinations (05 marks)
- b) Five don'ts that you must avoid while studying in the Library (05 marks)
- c) Explore five functions of research (05 marks)

QUESTION FOUR (20 MARKS)

- i) Explain five reasons that you think makes a mobile phone the greatest distractor to students while they are in class (10 marks)
- ii) Assume that you have used the following quotation in your research paper and it has been cited in-text.

“ Language is what gives us our identity and makes us social beings .It serves as a means of cognition and communication, and it enables us to think for ourselves and to cooperate with other people in our community. ”

This passage appears on page seventy five, in an academic journal of Daystar University entitled: Perspectives.

The book is was published in 2008 by RP& C in nairobi, kenya and is edited by kurity kiambi, larry ndivo and rebecca oladipo.

- i. Write correctly the in-text reference as it would appear on your research project. (5 marks)

Write correctly the end-text reference of the book as it would appear in your research project (5 marks)

QUESTION FIVE (20 MARKS)

Basing your arguments on practical examples, explore five modern trends in the book industry that make it ideal and enjoyable for early childhood learners especially in the developed countries.