



SCHOOL OF PROFESSIONAL STUDIES

DIPLOMA AND CERTIFICATE IN HOSPITALITY AND TOURISM MANAGEMENT, AGRI-BUSINESS AND COMMUNITY DEVELOPMENT

UNIT CODE: GEN 107, UNIT NAME: INTRODUCTION TO COMMUNICATION

September – December 2018/2019 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

1. (a) Define the following terms
 - (i) Communication (3 marks)
 - (ii) Skill (3 marks)
 - (iii) Study skills (3 marks)
 - (iv) Reading skills (3 marks)
 - (v) Essay (3 marks)
- (b) Discuss four points about the usefulness of this course unit. (10 marks)
- (c) Define what is an academic paper. (5 marks)
2. (a) Analyse four qualities of a good communicator. (8 marks)
- (b) Explain briefly what is communication skills. (7 marks)
3. (a) Show the basic principles of communication and quote specific examples. (9 marks)
- (b) What is library user skills. (6 marks)

4. (a) Discuss the four stages of writing process.
(b) Explain briefly four types of essays.

(8 marks)

(7 marks)

5. (a) Discuss what is a professional paper.
(b) Mention four qualities of a good listener.

(7 marks)

(8 marks)