INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

HIGHER EDUCATION CERTIFICATE

END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: HEC
YEAR/SEM: YEAR 1/SEMESTER 1
COURSE CODE: FDN 1102
NAME: COMMUNICATION AND STUDY SKILLS

DATE:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Answer all questions. Each question carries 4 marks.

Question 1:

List any four factors to consider when analyzing an audience before a speech or presentation. (4 marks)

Question 2:

Briefly explain any two psychological barriers and two environmental barriers to communication. (4 marks)

Question 3:

Define communication filtering and provide two real-life examples of how information can be distorted in an organization. (4 marks)

Question 4:

Name and briefly explain the four main stages of the writing process. (4 marks)

Question 5:

Write a thesis statement for the following essay topic: "*The Impact of Social Media on Professional Communication.*" (4 marks)

Question 6:

Identify and explain two verbal and two non-verbal techniques that enhance effective public speaking. (4 marks)

Question 7:

Mention and describe four types of non-verbal communication used in everyday interactions. (4 marks)

Question 8:

Name two communication models and briefly describe how each one explains the communication process. (4 marks)

Question 9:

Explain the difference between active listening and passive listening with

examples. (4 marks)

Question 10:

Mention four key elements of communication etiquette in a university setting. (4 marks)

Question 11:

Define synonyms and antonyms. (2 marks)

- (a) Provide two examples of each. (1 mark)
- (b) Why are synonyms and antonyms important in communication? (1 mark)

Question 12:

Explain the purpose of synonyms in spoken communication. (2 marks)

- (a) How do synonyms enhance writing style and avoid repetition? (1 marks)
- (b) Provide a sentence and replace one word with its synonym to improve the sentence. (1 marks)

Question 13:

Identify the relationship between the following words (synonyms or antonyms) and justify your answer. (4 marks)

- (a) Expand – Contract (1 mark)
- (b) Triumph – Victory (1 mark)
- (c) Diligent – Lazy (1 mark)
- (d) Generous – Selfish (1 mark)

Question 14:

Define the term 'audience' in communication. (1 marks)

- (a) How does understanding the audience improve the effectiveness of a message? (2 marks)
- (b) Give an example of an audience in a formal communication setting. (1 marks)

Question 15:

What is filtering in communication? (1 mark)

- (a) Provide an example of filtering in a workplace setting. (1 marks)
- (b) How can excessive filtering distort a message? (2 marks)

Question 16:

How does etiquette contribute to effective communication? (4 marks)

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Question 17:

Explain the three main parts of an essay. (4 marks)

Question 18:

What is the purpose of the three elements of an essay (4 marks)

a) Introduction

b) body

c) conclusion

Question 19:

Explain at least 2 types of communication barriers(4 marks)

Question 20:

9.

- How does a well-structured essay improve clarity and coherence?
- (a) Give one reason why each part (introduction, body, and conclusion) is essential in academic writing.

SECTION B

Choose three (3) questions only. Each question carries 20 marks.

Question 1:

Discuss in detail the importance of audience analysis in communication. Provide five key factors that should be considered before delivering a speech or presentation. (20 marks)

Question 2:

Identify five major communication barriers and discuss how they can be overcome in an organization. Use examples to illustrate your points. (20 marks)

Question 3:

Describe how filtering affects communication in academic and professional settings. Provide three different scenarios where filtering might cause misunderstanding or misinterpretation. (20 marks)

Question 4:

Explain in detail the five stages of the writing process and how each contributes to effective writing. (20 marks)

Question 5:

Write a well-structured 300-word expository essay on "*The Importance of Good Communication Skills in academic success.*" (20 marks)

Question 6:

Discuss five essential skills required for effective speaking in public and professional settings. (20 marks)

Question 7:

Using six types of non-verbal communication, explain how non-verbal cues can enhance or hinder effective communication. (20 marks)

Question 8:

Compare and contrast the Linear, Interactive, and Transactional models of communication, explaining their strengths and weaknesses. (20 marks)

Question 9:

Explain five key techniques of active listening and how they improve communication effectiveness. Provide examples. (20 marks)

Question 10:

Describe the four main dimensions of communication (upward, downward, lateral, and crosswise) with examples from an organizational setting. (20 marks)