



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

LANGATA CAMPUS

MAIN EXAMINATION

JANUARY – APRIL 2015 TRIMESTER

FACULTY OF ARTS AND SOCIAL SCIENCES

DEPARTMENT OF ENGLISH

GS 101: COMMUNICATION SKILLS

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Fax: 254-20-891084
E-mail: academics@cuea.edu

Date: April 2015	Duration: 2 Hours
Instructions: Answer Question ONE and any other TWO Questions	

- Q1. Read the following passage “WHO DIES? THE SOCIETY IS CONFRONTED WITH PAINFUL CHOICES” and answer the questions that follows.

- a) Identify the type of introduction the author used and discuss its effectiveness. **(4 marks)**
- b) Identify the specific audience of this article. Justify your answer. **(2 marks)**
- c) How did Elizabeth Bouvia hope to end her life and why? **(4 marks)**
- d) What had Elizabeth managed to achieve in life and for what reasons? **(4 marks)**
- e) What was judge Hew's ruling in Bouvia's case? **(4 marks)**
- f) What according to the author of the article, was ironical about Hew's decision. **(4 marks)**
- g) What do you think is the central idea of this passage. Give reasons. **(4 marks)**
- h) Explain the meaning of the following terms as used in the passage.

- i) Condemn
- ii) Unprecedented
- iii) Legitimate
- iv) Intravenous.

(11 marks)

Q2. a) A successful delivery of speech depends on how well one knows the audience. Explain five factors that you would consider when analyzing the audience.

(10 marks)

b) Define the term visual Aids and discuss four types of visual Aids.

(10 marks)

Q3. With the help of a diagram, discuss the linear model of communication highlighting four situations where it is applicable and four of the major weaknesses.

(20 marks)

Q4. A first year student, a friend of yours dismissed the need for tutorials at the university. Explain to him/her what tutorials are, highlighting functions of tutorials and how to tackle tutorial topic.

(20 marks)

Q5. Demonstrate how the Johari Window could be adopted in enhancing interpersonal communication.

(20 marks)

END