



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**JANUARY – APRIL 2019 TRIMESTER**

**FACULTY OF SCIENCE**

**DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE**

**REGULAR PROGRAMME**

**CLIS 126: PUBLIC RELATIONS  
DLIS 113: COMMUNICATION SKILLS**

**Date: APRIL 2019**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) The Communication process is a sequence of activities where message sent is understood by the receiver in its intended meaning. Name Five Elements of the Communication Process giving a brief description of each. **(10 Marks)**
- b) Give five advantages of oral communication as compared to written communication. **(5 Marks)**
- c) Using examples, name five types of non-verbal communication stating how you would use them effectively in a world class library. **(5 Marks)**
- d) Briefly determine some of the barriers in communication. **(10 Marks)**
- Q2. a) You have been voted in as the student's publicity Secretary, you are in charge of public relations in the students body whose role is to identify key publics and ensure mutual beneficial relationships. Identify your publics in this case and indicate FIVE ways you would create mutual beneficial relationships. **(10 Marks)**
- b) You are the assistant Librarian at a community Library near your home, new books have come in and you would like to inform the community. Put

- out a notice to let them know and also to encourage them to use your library. **(10 Marks)**
- Q3. a) You have been appointed as the Catalogue Librarian in a University Library, You have a number of staff under your supervision who are consequently late for work, write a Warning Letter expressing your concern. Choose a suitable format for your official communication. **(10 Marks)**
- Marks)**
- b) Name and briefly explain Five factors to consider when choosing a communication media **(10 Marks)**
- Q4. a) Define Visual Aids as used in oral presentations and State FOUR advantages and TWO Disadvantages of using them. **(10 Marks)**
- b) You have been assigned as the officer in charge of Library Orientation. You would like to ensure that all students are familiarized with the Library early and thoroughly. Prepare a speech to these students with clear information on Library layout and expected procedures. **(10 Marks)**
- Q5. a) Communication Etiquette is considered as life skills, state giving examples, five skills essential in the workplace and explain how best to practice them. **(10 Marks)**
- b) You have been assigned the duty of placing an advert for your Library, Name **FIVE** relevant types of Media you would use perform this task stating factors you considered to chosen the media. **(10 Marks)**

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