



FINAL EXAMINATIONS

SCHOOL OF EDUCATION AND SOCIAL SCIENCES

KITENGELA CAMPUS

FIRST SEMESTER, 2025/2026 ACADEMIC YEAR

**EXAMINATION FOR DEGREE IN COUNSELLING PSYCHOLOGY /BUSINESS
ADMINISTRATION**

UCC1123: COMMUNICATION SKILLS

STREAM: BCOP/BBA

TIME: 2 HOURS

EXAMINATION SESSION: DECEMBER

YEAR: 2025

DAY:

DATE:

INSTRUCTIONS:

1. Attempt ALL the questions in **Section A**
 2. Attempt any **Two** questions in **Section B**
 3. The entire exam is worth forty (**40**) marks.
 4. Write **ONLY** on the space provided on the answer sheet or as otherwise instructed.
 5. Where necessary Show your working clearly.
 6. Do **NOT** attempt to access any library, online (audio, video, digital or electronic) or paper based (written), sources for your answers unless this is clearly advised in the Question.
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SECTION A (20 Marks) – Compulsory

Question 1

- a) Communication skills enhance effective internal and external business communications. Examine the different types of communication that an organization can adopt. (**10 marks**)

- b) Asses five factors that you would consider while choosing the medium of communication to invite various stakeholders to an Annual General Meeting in your organization. **(5 marks)**
- c) Using Five examples, advice your audience on how they can carry out active listening during this exercise. **(5 marks)**

SECTION B: CHOOSE TWO QUESTIONS. (20 Marks)

Question 2

Thomas has been recruited as a communications officer in the Ministry of Health. His first assignment entails presenting a speech on behalf of the Cabinet Secretary to a group of doctors.

- a) Examine five types of non-verbal communication skills that would help Thomas gauge the attentiveness of his audience. **(5 marks)**
- b) Evaluate five kinds of noise that can negatively affect this presentation. **(5 marks)**

Question 3

Jackson is seeking for a job as a communication field officer.

- a) Analyze five factors that he needs to put in to consideration when writing his application letter. **(5 marks)**
- b) Using five examples advice Jackson on why he should use written communication. **(5 marks)**

Question 4

Abel has failed in employing the correct staff for his company.

- a) Analyze five interviewing skills that Abel should have put in to practice to make this exercise fruitful. **(5 marks)**
- b) Asses five public speaking skills that the interviewees can adopt during the interview session. **(5 marks)**

Question 5

- a) Communication is a process that involves the integration of different elements. Justify this statement. **(5 marks)**
- b) Using five examples, asses the role of technology during a public speaking exercise. **(5 marks)**