



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY-APRIL 2025 SEMESTER

BACHELOR OF EDUCATION (ARTS)

COURSE CODE: GUCC 011

COURSE TITLE: EFFECTIVE COMMUNICATION SKILLS

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **TWO** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

Question One

- a) Explain two ways effective communication skills contribute to workplace productivity. **[6 marks]**
- b) Examine two ways cultural differences can affect communication styles. **[6 marks]**
- c) Discuss two benefits of structuring a speech to fit the needs of a particular audience. **[4 marks]**
- d) Demonstrate two strategies a speaker can use to overcome stage fright. **[4 marks]**
- e) Discuss how brevity and precision impact the effectiveness of communication. **[6 marks]**
- f) Illustrate two interactive techniques a speaker can use to maintain audience attention. **[4 marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) Describe five reasons why setting clear communication objectives is essential for effective messaging. **[10 marks]**
- b) Examine, with five examples, how the receiver's perception can influence message interpretation in communication. **[10 marks]**
- c)

Question three

- a) Evaluate, with five examples, how emotional intelligence can help mitigate communication breakdowns. **[10 marks]**
- b) Explain five ways non-verbal communication can reinforce spoken messages. **[10 marks]**

Question Four

- a) Explain five ways an agenda contributes to a well-structured and productive meeting. **[10 marks]**
- b) Discuss five essential qualities of an effective chairperson in a meeting. **[10 marks]**

Question five

- a) Analyze, with five examples, how language barriers can create misunderstandings in communication. **[10 marks]**
- b) Demonstrate, with five examples, the role of active listening in enhancing interpersonal communication. **[10 marks]**