

UGANDA MARTYRS UNIVERSITY

Department of Languages and Communication Studies

COS 2101: Communication Skills End of Semester Examination

Masaka Branch

Date: 16th January, 2017

Time: 6:00 – 9:00pm

Duration: 3hours

Instructions:

- Answer 3 questions: question One is compulsory
- Do not write on the question paper

Question One 40 Marks

A job was advertised in your area of specialization in the New Vision of Monday 2nd December, 2016.

- Write an application letter to the advertisement clearly stating the job you are applying for (20 marks)
- Attach a curriculum vitae to the letter written in (a) above (20 marks)

Question Two 30 Marks

Discuss the importance of the interview process in the employee recruitment in any organization

Question Three 30 Marks

Distinguish between the following communication contexts

- Intrapersonal communication and Interpersonal communication
- Mass communication and public communication
- Organization communication and Intercultural communication

Question Four 30 Marks

- a. Describe the communication cycle (15marks)
- b. Give two possible causes of communication breakdown at each level of the communication cycle (15marks)

Question Five 30 Marks

- a. Elaborate the four modes of speech delivery (12marks)
- b. Write out a speech you would read on your graduation day (18marks)

Question Six 30 Marks

- a. Listening is a process. Discuss (15marks)
- b. With five reasons, discuss why you as a student of Uganda Martyrs University may fail to listen effectively (15marks)

Success