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UGANDA MARTYRS' UNIVERSITY NKOZI
DEPARTMENT OF LANGUAGE
SUPPLEMENTARY EXAMINATIONS 2015/2016
COMMUNICATION SKILLS EXAMINATION
BSDS/BAM 2

TIME: 3 Hours

INSTRUCTIONS

Answer three questions in all. Question one is compulsory.

1. The Recruiting Officer,
Domocles Company,
Kampala, Uganda.
900

Dear Sir ,

I believe that you have the right job for me. The job of IT technician that you advertised will give me the opening that I have been looking for. It is close to my home and offers me an ideal opportunity to get myself started on a career in sales.

I hear that you offer a very good financial and excellent training. I could benefit a great deal from these.

I look forward to hearing from you.

Yours Sincerely,
J.I. Okodi

- a) Evaluate the weaknesses of the above application letter. (20 marks)
b) Rewrite the entire letter to improve it. (20 marks)



2. a) Explain the term "communication" (5 marks)
b) With the aid of a diagram discuss and explain the communication process model. (25 marks)

- * 3. a) What is active listening? (5 marks)
b) What techniques of active listening would you advise a poor listener to adopt? (25 marks)

4. "It is important for lecturers to capture and sustain the attention of the students during lectures" Explain the strategies that lecturers can use to do so. (30 marks)

5. A friend of yours is to appear before a panel of interviewers for job as a Research Assistant with Bank of Uganda. Explain the tips you would give him or her to pass the interview. (30 marks)

6. Imagine that you are campaigning for the position of Guild President in Uganda Martyrs' University, what strategies would you use to make the introduction of your speech appealing? (30 marks)