



MAIN CAMPUS

FIRST SEMESTER 2019/2020 ACADEMIC YEAR

**EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT
AND INFORMATION TECHNOLOGY, BACHELOR OF PROCUREMENT &
LOGISTIC MANAGEMENT; BACHELOR OF BUSINESS INFORMATION
TECHNOLOGY; BACHELOR OF HOSPITALITY & TOURISM, BACHELOR OF
MASS COMMUNICATION, BACHELOR OF SCIENCE (IN COMPUTER SCIENCE,
ACTUARIAL SCIENCE, INFORMATION TECHNOLOGY, COMPUTER SECURITY
& FORENSICS, TELECOMMUNICATION & BACHELOR OF EDUCATION
ARTS/SCIENCE & BACHELOR OF LAWS.**

COMS 120: COMMUNICATION SKILLS 2

STREAM: Y1S2 REGULAR

TIME: 2.00-4.00 PM

EXAMINATION SESSION: SEP-DEC 2019

DATE: 9/12/2019

INSTRUCTIONS TO CANDIDATES

- Answer Question 1 and any other two questions in the answer booklet provided.
- Do not write on your question papers. All rough work should be done in your answer booklet.
- Clearly indicate which question you are answering.
- Write neatly and legibly.
- Edit your work for language and grammar errors.
- Follow all the instructions in the answer booklet

SECTION A: (Compulsory) TOTAL MARKS FOR THIS SECTION IS 30 MARKS

Question One(30 marks)

1.1 Justify the necessity for research in the human society. **(6 mks)**

1.2 Make a brief distinction of a public speech and a conversation. **(8 mks)**

*As members of Kabarak University family, we purpose at all times and in all places, to set apart in one's heart,
Jesus as Lord. (1 Peter 3:15)*



Kabarak University is ISO 9001:2015 Certified

- 1.3 Describe the necessity for literature review during a research process. **(8mks)**
- 1.4 Supposing you are a panelist in an interview what personal attributes would you look for in a candidate? **(8mks)**

SECTION B. TOTAL MARKS FOR THIS SECTION IS 40 MARKS

ANSWER ANY TWO QUESTIONS FROM THIS SECTION. EACH QUESTION IN THIS SECTION CARRIES 20 MARKS

Question TWO (20 marks)

- 2.1 Explain the distinction between the following sets of terms as used in scientific research:
- (a) Qualitative and Quantitative Research **(4mks)**
 - (b) Sample and Population **(4mks)**
 - (c) Primary and secondary data **(4mks)**
- 2.2 Describe any four reasons for undertaking sampling in Scientific Research **(8mks)**

Question THREE (20 marks)

- 3.1 Briefly explain the importance of a research proposal as a research tool. **(10mks)**
- 3.2 As a public speaker, explain and illustrate how your use of non-verbal skills would be helpful to your audience. **(10 mks)**

Question FOUR (20 marks)

- 4.1 Your friend has come to seek for guidance on how to handle podium panic. How would you be of help to him/her? **(12 mks)**
- 4.2 Describe any four ethical issues which govern research. **(8 mks)**

Question FIVE (20 marks)

- 5.1 Describe the application of any four verbal aspects of speech delivery which determine the success of a delivery. **(10 mks)**
- 5.2 You have been tasked to carry out a research on:

The spiraling rates of unemployment among the youth population in Kenya.

- 5.2.1 Develop two research questions /objectives. **(4 mks)**
- 5.2.2 For each question develop a hypothesis **(4 mks)**
- 5.2.3 Explain the most suitable research design you would employ for the task above. **(2mks)**