

UGANDA MARTYRS UNIVERSITY
SCHOOL OF ARTS AND SOCIAL SCIENCES
DEPARTMENT OF LANGUAGES AND COMMUNICATION STUDIES
END OF SEMESTER TWO EXAMINATIONS

COURSE UNIT: COMMUNICATION SKILLS

TIME: 9:30AM – 12:30PM

DURATION: 3HRS

DATE: MONDAY 13TH MAY 2024

COURSE: BAM

YEAR: ONE

Instructions

Attempt 3 questions all.

Question One is compulsory.

QUESTION ONE (40 marks)

- a. Explain the communication cycle. **(20 marks)**
- b. During the communication process, how would you package your message such that it is understood and brings the right feedback? **(10marks)**
- c. Explain the importance of proper communication in any organization. **(10 marks)**

QUESTION TWO (30 marks)

- a. Imagine you are heading an interview panel for a job of a Teaching Assistant in the Faculty of Administration and Management at Uganda Martyrs University, explain how you would prepare for the interview. Say what you would do before, during and after the interview. **(20 marks)**

- b. Design five questions you would ask the candidates during the interview. **(10 marks)**

QUESTION THREE (30 marks)

- a. Assume that you procured a number of items on behalf of Pure Milk Suppliers from Joy Plastic Packages. The items delivered were fewer than those paid for, of poor quality and some were damaged. Write a complaint letter to the sales manager of Joy Plastic Packages. **(15 marks)**
- b. The sales manager of Joy Plastic Packages seems to have failed in his job and a replacement is needed. Write a suitable application for the job. **(15 marks)**

QUESTION FOUR (30 marks)

- a. Your friend has just won the university guild presidential elections; take them through the steps they should take to deliver a great acceptance speech to the students, and the university administration. **(15 marks)**
- b. After advising your friend on what to do, write the speech. **(15 marks)**

QUESTION FIVE (30 marks)

- a. With the help of good examples, illustrate the difference between hearing and listening. **(10 marks)**
- b. What would you advise a university student to do to improve their listening skills? **(10 marks)**
- c. Listening is a process that goes through five main stages. List and explain each of these five stages. **(10 marks)**