

BINDURA UNIVERSITY OF SCIENCE EDUCATION

DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS

PC 103: COMMUNICATION SKILLS

DURATION: THREE HOURS

INSTRUCTIONS TO CANDIDATES:

- Section A is compulsory.
- Answer any TWO (2) questions from Section B.
- Marks for each question are indicated in brackets.
- Write legibly in the English Language.
- Errors in grammar, punctuation and spelling will be penalised.
- Credit will be given for clear, well organised and coherent responses.

11 JUN 2022

SECTION A (COMPULSORY)

1. a). Define and briefly discuss the concept of Information Literacy. [5 marks]
b). Outline the importance of Information Literacy to a university student. [10marks]
c). Suggest how BUSE can enhance students' Information Literacy Skills. [10 marks]
[25 Marks]

SECTION B: (ANSWER ANY TWO QUESTIONS FROM THIS SECTION)

2. Explore the following levels of communication, outlining factors that affect each of them:
 - i. Intrapersonal communication [5 marks]
 - ii. Interpersonal communication [5 marks]
 - iii. Small group communication [5 marks]
 - iv. Public communication [5 marks]
 - v. Mass communication [5 marks] [25 Marks]
3. a). Examine referencing with the aid of relevant illustrations. [5 marks]
4. b). Outline the importance of referencing in academic writing. [5 marks]
c). Distinguish the two main referencing styles used in academic writing. [5 marks]
d). Define plagiarism and suggest ways by which a tertiary student may avoid it.
[10 Marks]
[25 Marks]
5. Identify any five (5) types of non-verbal communication and demonstrate how these can be used by a public speaker to enhance communication. [25 Marks]
6. Explain comprehensively the zones of communication that you learnt for this course and explain how your knowledge of these zones has improved your communication skills. [25 Marks]

END OF EXAMINATION PAPER