



# **KIBABII UNIVERSITY COLLEGE (KIBUCO)**

## **MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2014 /2015 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS**

**MAIN EXAMINATION (BCOM TOWN CAMPUS)**

**FOR THE DEGREE**

**OF**

**BACHELOR OF EDUCATION AND SOCIAL SCIENCES**

**COURSE CODE: COS 100**

**COURSE TITLE: COMMUNICATION SKILLS 1**

**DATE: 13<sup>TH</sup> JANUARY 2015**

**TIME: 9.00 -10.00 A.M**

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**INSTRUCTIONS TO CANDIDATES:**

Answer Question ONE and any other Three Questions

TIME: 2 Hours

**SECTION A: INTRODUCTION TO COMMUNICATION AND LISTENING SKILLS  
(25MARKS)**

- i. “Osgood describes communication as a dynamic process.” Using a relevant model of your own, demonstrate your understanding of the concept of dynamism in communication. (8 marks)
- ii. Explain at least THREE ways in which the speaker in the course of communicating can become a barrier. (3 marks)
- iii. Give THREE reasons why written communication is commonly used in official communication (3 marks)
- iv. Define Critical listening and identify its key characteristics. (6 marks)
- v. Explain FIVE ways on how you can check your understanding during and after the listening process. (5 marks)

**SECTION B: EXAMINATION SKILLS AND STUDY SKILLS (15 marks)**

- i. Your classmates are quite worried on the eve of the examination day. Explain FOUR tips you would give them to help them during such a time. (4 marks)
- ii. State and explain FOUR revision tips you applied in preparing for this examination. (4marks)
- iii. Mang’ara is uncomfortable working with others in a group because of the manner in which it is organized. Explain any FOUR strategies their study group can use to encourage the likes of Mang’ara to appreciate the importance of study groups. (4marks)
- iv. Joyce is both a student and a business woman. She is finding it very difficult to manage her time. Give her well explained THREE tips on time management to help her cope with her situation. (3 marks)

### **SECTION C: LIBRARY SKILLS (15 marks)**

- i. “It is widely acclaimed that a library is a collection of books.” Explain why this definition may be misleading and what therefore qualifies a library. (4 marks)
- ii. Using appropriate examples, distinguish between in-text citations and a bibliography. (4 marks)
- iii. You were approached by a course mate who has only the name of the author to a reference book but he not been to the university library before. Briefly describe to him/her the steps to be followed when looking for the textbook. (5 marks)
- iv. What is a classification scheme? (2 marks)

### **SECTION D: READING SKILLS AND INTERPRETATION OF NON-LINEAR TEXT**

(25 marks)

*a) Read the passage below and answer the questions thereafter*

#### **CONSUMER PROTECTION**

Sales promotion involves taking measures such as advertising, intended to win over and attract consumers. Nowadays people have more money to spend on goods produced in a highly competitive commercial world than was the case twenty years ago.

Protection of the consumer is therefore necessary. As far as the law is concerned, both the seller and the buyer are treated almost equally. However, the rights of the buyers stem from the fact that the purchase of goods involves a contract between the seller and the buyer. The law recognizes that the buyer is responsible for ensuring that he buys exactly what he sets out to buy.

At times, consumers feel that they are exploited and they complain. At other times, a grievance may be voiced and yet no remedy is effected. This may be due to the consumer’s ignorance of his rights, his unwillingness to complain or simply indifference on his part.

Consumers dealing with public utility corporations, such as the post office, sometimes experience frustrations yet they are taxed in order that such institutions may be financed. However weak the consumer is, he should at least be safeguarded from such trade abuses as;

- a) Rising prices of monopolies
- b) Poor weights and measures
- c) False or misleading statements, descriptions, brand names, or trade-marks applied to both goods and services.
- d) Unhygienic conditions

The Kenya Consumer Organization is a voluntary body which looks after the welfare of the consumer. It acts as a 'watchdog' on various aspects of consumer problems. These problems include overcharging, poor quality of goods on sale, artificial shortages, faulty packaging and refusal to sell or conditional selling to non-regular customers. If a consumer finds that what he has purchased is not up to the expected standard, he can direct his complaint to the organization. He is then asked to forward the faulty item plus the receipt to the organization. The item is examined and if the complaint is confirmed to be genuine the organization sends a representative with the faulty item and the receipt to the place where it was purchased.

The representative explains the situation to the seller and requests him either to replace the item or refund the money. If the seller is uncooperative, the organization then informs the price control department which takes up the matter. Should the trader remain adamant, he will be prosecuted and fined if found guilty.

Members of the organization also visit factories involved in production of consumer commodities. The aim of such visits is to inspect the processing and general cleanliness of such places and the quality of goods being produced and offered to the consumer. The organization then makes recommendations and if the factory fails to make necessary rectifications, the relevant authority is notified. This may result in legal action being taken against that factory.

The Kenya Bureau of Standards is charged with the responsibility of ensuring that products manufactured in Kenya, either for the local market or export, measure to the standards and specifications. It also educates consumers on standardization. To promote standardization in industry and commerce, the bureau prepares specifications and provides facilities for the examination and testing of any commodities manufactured, produced or treated. It also controls the use of standardization and distinctive marks. Where necessary, imported commodities are also tested by the bureau.

The Weights and Measures department, on its part, ensures that all types of weighting and measuring instruments used in the country are accurate. Regular inspection and examination of these instruments is therefore a requirement.

The Ministry of Health is charged with the duty of ensuring that foods are hygienically prepared and supplied to the consumer. In conjunction with the Ministry of Livestock, and especially the Veterinary Department, the health inspectorate ensures that all slaughter

houses are clean and that meat is inspected before being supplied. Health inspectors also visit public eating places and markets to ensure that general cleanliness is maintained.

The Dairy Board is a section of the ministry of livestock department, and it is primarily charged with the responsibility of supervision of dairy products. These include milk, butter, cheese, yoghurt and cream.

The Price Control Advisory Board carries out investigations on commodities from the point of view of both the consumer and the supplier, before putting items under price control. This department, therefore, plays a double role: it not only controls the price, but it also educates the consumer. This is extremely important because if members of the public are informed, they will not only be able to make intelligent buying, but will also be in a position to detect overcharging and thus get the best value for their money.

The government also provides consumer protection through controlled monopoly and legal restriction of charges and profits in certain commodities and services. Nationalization of certain services such as posts and telecommunications, banking, transport, health, education and water supply curbs exploitation.

Finally, through healthy competition, producers both individually and as members of the Manufacturers Association do promote consumer protection, though indirectly. Competition, for instance, means that there are no monopolies to fix prices at will and exploit the consumer. Similarly, the Manufacturers Association, through its rules, ensures that its members do not overcharge on any item.

*(Adopted from commerce for Kenya by R.N. Gichira, Macmillan, 1982, pp. 86-91)*

## Questions

1. Why do grievances sometimes go uncorrected? (2 marks)
2. How does the passage present the position of the consumer? (2 marks)
3. Identify any TWO bodies that are concerned with consumer protection according to the passage (2 marks)
4. According to the passage, what roles does the Kenya Bureau of Standards play in consumer protection? (2 marks)
5. Explain how the nationalization of certain services protects the consumer. (3 marks)
6. From your reading of the passage, explain who a consumer is. (2 marks)

***b. Study the data about development indicators of country A and B in the table below and answer the questions that follow.***

<b>Country A</b>	<b>Country B</b>
140 doctors per 100,000 people	40 doctors per 100,000 people
Life expectancy 70 years	Life expectancy 40 years
Population 96% literate	Population 35% literate
600 miles of improved roads per 1000 Sq. Miles	80 miles of improved roads per 1000 Sq. Miles
2800 KWH of electricity production per capita per year	85 KWH of electricity production per capita per year
US \$ 1500 GNP per capita	US \$ 120 GNP per capita

### Questions

1. Which of the two countries is more developed? Using information from the table above, give **TWO** reasons for your answer. (2 marks)
2. Comment on the relationship in life expectancy between country A and B and say why there is a difference between the two countries. (3 marks)
3. According to the data presented in the table above, what are the economic handicaps of the country B? (2 marks)