



**ALUPE UNIVERSITY**  
COLLEGE

*Bastion of Knowledge*

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**OFFICE OF THE DEPUTY PRINCIPAL**  
**ACADEMICS, STUDENT AFFAIRS AND RESEARCH**

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**UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER (MAIN) EXAMINATION**

***COURSE CODE: IRD 102***

***COURSE TITLE: COMMUNICATIONS SKILLS II***

**TIME:24/04/24**

**DURATION: 2.00-5.00PM**

## INSTRUCTIONS TO CANDIDATES

a) Answer **three** questions. *Question one is compulsory*

ii) *Do not write on the question paper*

### **Question One**

- a) Define writing skills (2 Marks)
- b) Explain four elements of writing skills (8 Marks)
- c) i) Give two reasons why ambiguity should be avoided in writing (4 Marks)  
ii) Discuss three strategies can be used to avoid ambiguities (6 Marks)
- d) Give reasons why it is important know your audience in public speaking (10 Marks)

### **Question two**

- a) In communication, fallacies in writing can weaken your argument and make your message incomprehensible. Discuss five ways in which you can use to prevent fallacies (10 Marks).
- b) Writing procedures requires critical thinking. Explain five elements that can enhance critical thinking in writing (10 marks)

### **Question three**

- a) Persuasion is a fundamental aspect of effective speaking skills. Examine five aspects that can enhance persuasion in public speaking. (10 Marks)
- b) Non-verbal communication plays an important role in conveying messages. Examine five and types of non-verbal cues (10 Marks)

### **Question four**

- a) Analyze five elements you should consider when writing a report (10 Marks)
- b) Discuss five elements of writing procedures of a report (10 Marks)

### **Question five**

- a) Examine five ways of paraphrasing non-linear texts (10 Marks)
- b) Evaluate how notes, tables, figures and graphs are used to expand information (10 Marks)