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KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2019/2020

**FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
EDUCATION, BACHELOR OF ARTS, BACHELOR OF SCIENCE, BACHELOR OF
COMMERCE AND BACHELOR OF ENVIRONMENTAL STUDIES**

UCU 100: COMMUNICATION SKILLS

DATE: TUESDAY 10TH DECEMBER 2019

TIME: 2.00 P.M. - 4.00 P.M.

INSTRUCTIONS:

- 1. Candidates MUST write their registration number in the space provided on each answer booklet and in the spaces provided in the answer booklet.**
- 2. There are FOUR (4) Questions in this paper. Candidates MUST answer ALL FOUR Questions.**

Q1 - READING COMPREHENSION (25 Marks)

Read the following text and answer questions 'a' to 'h' that follow.

1. The place of theory in human endeavour and especially in the work place for explaining complex subject suggest matter remains undisputed. Even so, the sheer existence of theory is not always in the interest of helping us come to terms with different reality that we face daily. In trying to understand what lies behind human actions and behavior, many psychologists and professionals from related fields often seek the support of motivational theories. Many of the previous theories are well known but even so, they have not held up well under close examination. However, all is not lost. There are a number of contemporary theories that have one thing in common ---each has a reasonable degree of valid supporting documentation. This does not in any sense imply that the newer ones are unquestionably right. They are termed contemporary not as a result of having been developed recently but because they form a vital source of support in explaining employee motivation.

2. Maslow's needs hierarchy theory has been worked by Clayton Alderfer of Yale University following what he explains as the need to look at new empirical research. His new ERG theory argues that there are not five human needs that propel human action and behavior but rather that all human behavior and action ought to be clustered under three groups of core needs which are existence, relatedness and growth. The existence group is concerned with the provision of basic material existence requirements. They include what Maslow had classified as physiological and safety needs. The second category relates to the human need for establishing and maintaining important interpersonal relationships. The social and status desires require interaction with others if they are to be satisfied and they align with Maslow's social need. The ERG theory isolates growth need which is an intrinsic desire for personal development. According to Maslow, here in lies the need to esteem and self-actualization.
3. In addition to the substitution of three needs for five, and in contrast to the former theory, Alderfer wants to demonstrate that more than one need may be operative at the same time and that if the gratification of a higher need is stifled, the desire to satisfy a lower need increases. Maslow's need hierarchy is not only rigid but also assumes a step-like progression. ERG does not assume that there exists a rigid hierarchy in which a lower need must be substantially gratified before one can move on. A person can, for instance, be working on growth even though existence and relatedness needs are unsatisfied or all three need categories could be operating simultaneously.
4. Alderfer's extrapolation is viewed as frustrating in that if a higher level need is not met, unlike in Maslow's case where one gets stuck and makes more effort to meet that need, in ERG, the individual instead, compensates for the lack of attainment of a higher need with more effort in meeting lower level needs. This contemporary theory is more consistent with what we now know about individual differences between people in that variables such as family background, education and cultural environment alter the importance or the driving force that a group of needs hold for a particular individual.

a) Suggest a suitable title for this passage.

(3 marks)

- b) In not more than two lines, identify the problem and the solution presented in paragraph one. (3 marks)
- c) Explain what the author means by "professionals from related fields". (3 marks)
- d) According to ERG theory, what is the highest human need? (3 marks)
- e) In not more than three lines state 2 differences between Maslow and ERG theory. (4 marks)
- f) Who is referred to as "we" in paragraph 4? (3 marks)
- g) In paragraph four, what other word can you use of your own to replace the word contemporary? (3 marks)
- h) Using your own words, explain how individual differences count in human motivation. (3 marks)

2. WRITING SKILLS (15 Marks)

Read the following passage very carefully and answer the questions below.

1. Our emphasis on money and industries has made us concentrate on urban development. We recognize that we do not have enough money to bring the kind of development to each village which would benefit everybody. We also know that we cannot establish an industry in each village and through this means effect a rise in the real incomes of the people. For these reasons we spend most of our money in the urban areas and our industries are established in the towns.
2. Yet the greater part of this money that we spend in the towns comes from loans. Whether it is used to build schools, hospitals, houses or factories etc., is still has to be repaid. But it is obvious that it cannot be repaid just out of the money obtained from urban and industrial development. To repay the loans we have to use foreign currency which is obtained from the sale of our exports. But we do not now sell our industrial products in foreign markets and indeed it is likely to be a long time before our industries produce for export. The main aim of our new industries is 'import substitution' - that is, to produce things which up to now we have had to import from foreign countries.

3. It is therefore obvious that the foreign currency we shall use to pay back the loans used in the development of the urban areas will not come from the towns or the industries. Where then shall we get it from: We shall get it from the villages and from agriculture. What does this mean? It means that the people who benefit directly from development which is brought about by borrowed money are not the ones who will repay the loans. The largest proportion of the loans will be spent in, or for, the urban areas, but the largest proportion of the repayment will be made through the efforts of the farmers.
4. This fact should always be borne in mind, for there are various forms of exploitation. We must not forget that people who live in towns can possibly become the exploiters of those who live in rural areas. All our big hospitals are in towns and they benefit only a small section of the people of Tanzania. Yet if we have built them with loans from outside Tanzania, it is the overseas sale of the peasants produce which provides the foreign exchange for repayment. Those who do not get the benefit of the hospitals thus carry the major responsibility for paying for them. Tarmac roads, too, are mostly found in towns and are of especial value to the motor-car owners.

Yet if we have built those roads with loans, it is again the farmer who produces the goods which will pay for them. What is more, the foreign exchange with which the car was bought also came from the sale of the farmer's produce. Again, electric lights, water pipes, hotels and other aspects of modern development are mostly found in towns. Most of them have been built with loans, and most of them do not benefit the farmer directly, although they will be paid for by the foreign exchange earned by the sale of his produce. We should always bear this in mind.

5. Although when we talk of exploitation we usually think of capitalists. we should not forget that there are many fish in the sea. They eat each other. The large ones eat the small ones, and the small ones eat those who are even smaller. There are two possible ways of dividing the people in our country. we can put the capitalists and the feudalists on one side, and the peasants and workers on the other. But we can also divide the people into urban dwellers on one side and those who live in rural areas on the other.
- a) Is this a narrative, argument or description type of essay? (1 mark)
- b) Which of the four sentences in paragraph one is the topic sentence? (2 marks)
- c) In not more than four well constructed sentences, summarise the ideas/points found in paragraph two and three. (5 marks)

- d) What is the purpose of paragraph FOUR? Provide specific examples. (4 marks)
- e) Explain briefly the main point found in the conclusion. Is the writer's conclusion justified? (3 marks)

3. **LIBRARY SKILLS QUESTION - (20 Marks)**

- a) In point form, give two reasons why information in a library is put into different classes. (4 marks)
- b) Write the following references in American Psychological Association Style (APA):
 - i. Tactical interpersonal communication: skills for justice studies and emergency services training by Harper, Judith. Publication: Toronto Thomson 2005. 270 p: ill (5 marks)
 - ii. Communication skills for medicine by Llyod, Margaret | Bor, Robert Publication: Edinburgh Churchill Livingstone 2004. 202p.:ill (5 marks)
- c) Doing a library search for information to use in academic papers is a strategic process. list THREE situations in which you will apply these skills in the real world beyond the classroom.

4. **STUDY SKILLS (10 Marks)**

- a) When studying, there are many activities that one is involved in. Name and explain and four activities that you carry on as you do your study. (6 marks)
- b) It is important to draw relationships in the content when studying your courses. Explain by using courses of your choice how this should be done. (4 marks)
