



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2022/2023
SUPPLEMENTARY/SPECIAL EXAMINATION FOR THE DEGREE OF BACHELOR
EDUCATION

UCU 110: COMMUNICATION SKILLS

APRIL/MAY 2023

TIME: 2 HOURS

INSTRUCTIONS :

Answer All Questions

Question One

1. The place of theory in human endeavour and especially in the work place for explaining complex subject 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 reworked 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 for 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 form 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)

Question Two (WRITING SKILLS (20 Marks))

- a) What is a thesis statement? (2 marks)
- b) Your friend needs help in planning her essay. What 3 tips of essay planning would you suggest to her? (3 marks)
- c) Using the topic "Maintaining a healthy lifestyle" write an essay of not more than 400 words. (15 marks)

Question 3: INFORMATION LITERACY AND LIBRARY SKILLS (15 Marks)

- a) State 3 benefits of being information literate. (3 marks)
- b) What three criteria would you use in identifying a suitable text for researching your essay topic? (3 marks)
- c) To copy other writer's work is a serious academic offense. How should a student writing an essay avoid this problem? (4 marks)
- d) Arrange the following elements according to APA format. (5 marks)
Longman, Learning skills for universities and colleges, 2003, 2nd edition, David Hardy Cooper.

Question 4: Study Skills (10 marks)

- a) What four considerations would you put to mind in selecting a conducive place for study? (4 marks)
- b) Studying covers a wide variety of activities besides reading. Discuss using relevant examples. (6 marks)