

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

**BACHELOR OF SCIENCE (HONOURS) DEGREE IN LIBRARY
AND INFORMATION SCIENCE**

PART I FIRST SEMESTER AUGUST 2011 SUPPLEMENTARY EXAMINATIONS

ILI 1105: COMMUNICATION SKILLS

TIME: 3 HOURS

Instructions to candidates

1. All questions in Section A are **compulsory**.
 2. Answer any **three (3)** questions from Section B.
 3. Each question carries 25 marks.
 4. Importance is attached to accuracy, clarity and depth of thought, **NOT LENGTH**.
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Section A

1. Identify and define the main types of academic writing. Discuss and compare their differences in structure and style and for what purpose each type is generally used. (10 marks)
2. "Zimbabwe should adopt daylight savings time." Please construct a BRIEF (no longer than two pages) expository essay based on the above statement. Marks will be awarded for the use of accurate academic writing structure, not the argument presented. (15 Marks)

Section B

1. Define the term, "ascribed identity" and discuss what role this plays in the construction of your social self as defined by William James.
2. Define "constructive conflict" and the role it plays in interpersonal relationships.
3. Define the following elements of communication as described by Harold Lasswell and give an example of each.
 - i. Source (5 marks)
 - ii. Receiver (5 marks)
 - iii. Message (5 marks)
 - iv. Channel (5 marks)
 - v. Noise (5 marks)
4. Define the different types of public speaking and for what purpose each is generally used.
5. Define interpersonal communication and discuss its importance in an organisation.

END OF PAPER