



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

ILI 1108 - Communication Theory and Practice/ ILI 1105 – Communication Skills

First Semester Examination Paper

November 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Mr. S.S.M. Tizora

INSTRUCTIONS

1. All questions in Section A are compulsory
2. Answer any **three (3)** questions from Section B
3. Give equal time to all questions you choose
4. Each question carries 25 marks
5. Importance is attached to accuracy, clarity of expression, legible handwriting, NOT LENGTH

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25

Section A

- 1.1 Mention three abilities of an information literate student? [3 marks]
- 1.2 Indicate the main differences between on line sources and hard copy sources. [4 marks]
- 1.3 Differentiate between the value of an index and a glossary in a textbook. [3 marks]
- 1.4 State what 'information need' entails in academic research. [3 marks]
- 1.5 Briefly explain the way Boolean operators are used to narrow or expand your electronic search strategy. [3 marks]
- 1.6 Briefly state the value of abstracts. [3 marks]
- 1.7 Why would Google Scholar be preferable to the normal Google search for a university student? [3 marks]
- 1.8 What is the essential difference between a primary source and a secondary source of information? [3 marks]

Section B

1. State the components of the Johari Window Model of Communication and justify its relevance to oral communication. [25 marks]
2. Explain with examples, what sequence markers are and evaluate their relevance to written academic discourse. [25 marks]
3. An advertisement has appeared in a local newspaper inviting university graduates to apply for a sales manager post to a company that sells computers. The applicant should have good communication skills and the ability to expand the market share of the company. The job involves travelling throughout the country.
- a) Write a motivational letter to the Human Resources Manager, Rainbow Technologies, Box 115, Bulawayo expressing your desire to be employed. [15 marks]

- b) Explain the importance of motivational letters and skills based curriculum vitae when seeking employment. [10 marks]
4. Justify the importance of information literacy skills to your academic career. [25 marks]
5. Evaluate the central nature of non verbal communication in the process of communication. [25 marks]

