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SCHOOL OF COMMUNICATION AND COMPUTER STUDIES
DEPARTMENT OF COMMUNICATION STUDIES
CERTIFICATE IN COMMUNICATION
FINAL EXAM
JANUARY- APRIL 2024/2025 SEMESTER
MODE: REGULAR
LIMURU CAMPUS
CCOM 1102: BASIC STUDY SKILLS

DATE: APRIL, 2025 **TIME: 2 HOURS**

INSTRUCTIONS: Answer All Questions in SECTION A and Attempt two Questions in Section B.

SECTION A: Answer All Questions

QUESTION ONE (30 Marks)

a) Write an application letter for a job vacancy as a customer service representative in a telecommunications company. (5Marks)

b) Define a Curriculum Vitae (CV). (1Mark)

c) List any four key components of a CV. (4Marks)

d) Outline two presentation skills necessary for an effective speech delivery. (4Marks)

e) i) Define a. Study Skills. (2Marks)

ii) Active study strategies (2Marks)

f) Identify two common reading difficulties and explain how they affect academic performance. (4Marks)

g) Define intrinsic and extrinsic motivation. Provide one example of each. (2Marks)

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h) Discuss two advantages of group discussions when preparing for an exam. (4Mmarks)

i)Differentiate between effective reading and efficient reading. (2Marks)

SECTION B: Answer Any Two Questions

QUESTION TWO

a. Define time management. (2Marks)

b. List two causes of procrastination and suggest a way to overcome each. (4Marks)

c. Highlight three time management skills and explain how they contribute to effective learning. (9Marks)

QUESTION THREE

a. Define learning modalities. (2Marks)

b. Explain the three main learning modalities. (6Marks)

c. Describe how students with each learning style can maximize their study effectiveness. (7 Marks)

QUESTION FOUR

a. Identify and explain three major causes of concentration problems among students. (9Marks)

b. Provide practical strategies to overcome each of these issues. (6 Marks)

QUESTION FIVE

a. Define plagiarism. (2Marks)

c. Discuss **four** impacts of plagiarism on academic integrity. (8Marks)

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d. Explain the importance of referencing, library classification, and acknowledging consulted sources in academic writing. (5 Marks)

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