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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN BUSINESS ADMINISTRATION**  
**CBM 012: COMMUNICATION SKILLS**

Date: 5<sup>th</sup> December 2022

Time: 2;30pm-4:30pm

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Using examples, differentiate between formal and informal communication in an organization **(6 Marks)**
- b) Highlight the four levels of communication. **(4 Marks)**
- c) Explain three visual ways of presenting information to your boss in an organization. **(6 Marks)**
- d) State and explain two types of reading that a university student can apply to go through a document. **(4 Marks)**
- e) Outline four basic types of listening. **(4 Marks)**
- f) Elaborate on communication as a skill, an art and a science. **(6 Marks)**

**QUESTION TWO (20 MARKS)**

- a) The communication process is cyclic in nature. Discuss the main elements in a communication process. **(8 Marks)**
- b) Differentiate between managerial meetings and executive meetings. **(6 Marks)**
- c) Explain how the New Information and communication Technology has transformed the way people communicate today. **(6 Marks)**

**QUESTION THREE (20 MARKS)**

- a) Explain the 3 R's of business etiquette. **(6 Marks)**
- b) Using examples describe the types of interactive communication. **(6 Marks)**
- c) Elaborate on the four functions of communication in an organization. **(8 Marks)**

**QUESTION FOUR (20 MARKS)**

- a) Outline six ways to handle office visitors while at work. **(6 Marks)**
- b) State and explain three importance of public relations to an organization. **(6 Marks)**
- c) Illustrate the communication process using Shannon and Weaver's model. **(8 Marks)**

**QUESTION FIVE (20 MARKS)**

- a) You are required to communicate to your boss about your work progress. Explain how your communication will be effective using the 7Cs of communication. **(8 Marks)**
- b) You have been sent to Garissa County by your organization based in Nairobi to address drought challenges within the area. Using examples describe any three barriers to effective communication. **(6 Marks)**
- c) Discuss any three challenges an organization may encounter while conducting meetings. **(6 Marks)**