KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
CERTIFICATE IN BUSINESS ADMINISTRATION
CBM 012 – COMMUNICATION SKILLS

Date: 10th April 2018
Time: 11.00am- 1.00pm

INSTRUCTIONS TO CANDIDATES
ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)
a) As the secretary of the drama club in your school, write the minutes of meeting held on Thursday 25th of April 2018 at 4:00pm in the conference room to discuss the upcoming trip to Mombasa. Ten members are present; five are absent but have sent apologies while six have not attended. There is a special guest from Mombasa   (20Marks)
b) Explain briefly the following flows of communication.   (8Marks)
     i.   upwards
     ii. horizontal
     iii. downwards
     iv. grapevine
c) Define etiquette.   (2Marks)

QUESTION TWO (20 MARKS)
a) Discuss comprehensively the communication process and all the elements involved.   (10Marks)
b) What are the advantages of oral communication?   (5Marks)
c) List five factors to consider before choosing a medium of communication.   (5Marks)

QUESTION THREE (20 MARKS)

a) Discuss the various barriers to communication.   (10Marks)
b) Identify five types of reports   (5Marks)
c) List five disadvantages of downwards communication.   (5Marks)

QUESTION FOUR (20 MARKS)

a) Outline three advantages three disadvantages of formal communication.   (6 Marks)
b) Identify four types of interviews.   (4Marks)
c) Discuss the various types of body language.   (10Marks)

QUESTION FIVE (20 MARKS)
a) Discuss the advantages and disadvantages of meetings.   (10Marks)
b) Communication serves many purposes. Identify four.   (4Marks)
c) How can one eliminate barriers to effective communication?   (6Marks)