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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FOR THE CERTIFICATE IN BUSINESS MANAGEMENT
CBM 012 - COMMUNICATION SKILLS

Date: April, 2022.
Time: 11.00 am-

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

PART I: READING SKILLS

Read the passage carefully below and answer the subsequent questions

The sports betting industry is alive and well despite the ravages of the Covid-19 pandemic on the economy, with Sportpesa also back in business. As of last September, Kenya had 47 public gaming operators licensed by the Betting Control and Licensing Board (BCLB). These include 93 bookmakers and 19 public lottery operators. Kenyans' thirst for gambling seems **insatiable**. BCLB is the body mandated with the regulation and control of betting, lotteries and gaming in the country as well as protecting the public against fraud.

The board is also responsible for the recovery of taxes, and the authorisation of lotteries and prize competitions as well as eradication of illegal gambling. Slotegrator, an iGaming industry's software and business solutions provider for online casinos and sportsbooks operators, earlier in the year noted that the Kenyan gambling market was estimated at \$40 million (Sh4.3 billion) last year.

It was reported to have grown rapidly despite the worldwide Covid-19 crisis, which has **devastated** economies, forcing many to live from hand to mouth. "Currently, Kenya is the third in sub-Saharan Africa when it comes to sheer market size (after South Africa and Nigeria) but has the highest number of young gambling players in the region. Young Kenyans already spend more money on gambling on average than youth in other African countries," wrote Slotegrator in August. "The Kenyan gambling market is dominated by sports betting. Like many other African nations, the most popular sport to bet on is football, with the European leagues, in particular, accounting for a considerable segment of betting preferences."

"Experts at Sportradar, seen by FIFA as the global leader on detecting match manipulation, tracked more than 600,000 matches across 26 sports in 2020 and saw a steep rise in suspicious betting activity in football friendlies," The Guardian reported. "In the past, match-fixers have targeted sports and leagues with huge profits and high turnovers, such as football, tennis and basketball. But now they have **diversified**," said Andreas Krannich, the managing director of Sportradar Integrity Services.

In 2019, research company Geopoll conducted a study that found that out of those aged 18 and above in Kenya, 57 per cent had participated in gambling in the past. Males made up the bulk of gamblers at 69 per cent against 44 per cent for females. “Of those who gamble, 47 per cent are light gamblers who place bets once a month or less, and only 10 per cent of gamblers place bets more than once a day. The study finds that gambling is most popular among males aged between 25 and 34, of whom 77 per cent have gambled in the past, with 58 per cent of this group gambling at least once a week,” noted Geopoll.

“Females age 35 and above are the least likely participants in gambling; only 46 per cent of this population have ever gambled.” Of those who have not gambled in the past, 39 per cent reported that they were not interested, with 27 per cent citing the lack of money as the reason for not gambling. “Those aged between 25 and 34 who do not participate in gambling are most likely to report that this is because of either a lack of money or the fear of losing money. Forty-eight per cent of these participants cited a money-based reason for not gambling, compared to 36 per cent of those aged 35 and above and 31 per cent of those aged between 18 and 24, suggesting that this group is interested in gambling but feels a responsibility to not spend their money on gambling,” said Geopoll.

- a) Mention any three functions of Betting Control and Licensing Board (BCLB) according to the passage (3 Marks).
- b) Explain the meanings of the following terms as used in the passage (3 Marks)
 - i) Insatiable
 - ii) Devastated
 - iii) Diversified
- c) Highlight three characteristics of the Kenyan gambling market as described by the author (3 Marks)
- d) Who are ‘light gamblers’ as defined in the passage? (2 Marks)
- e) In your opinion, explain why gambling has increased in Kenya over the recent years (4 Marks)

PART TWO: WRITING SKILLS

- f) In a short essay of four paragraphs (introduction, two body paragraphs and conclusion) explain two ways of reducing gambling problem in Kenya. (15 Marks).

QUESTION TWO (20 MARKS)

- a) You are the head of Human Resource Department at East African Breweries Limited. During the pandemic, most workers were allowed to work from home, remotely. Upon the reduced cases and spread of COVID-19, your organization took several measures to ensure that employees can now resume discharging their duties in the normal workplace. However, you have observed chronic absenteeism from work even after the resumption of working in the office by staff members who still prefer working from home. Write a memo to all employees warning them against absenteeism, and emphasizing on the benefit of working within the company’s premises. (10 Marks).

- b) Imagine that you are marketer. A small business has hired you to help in improving their brand image through marketing. The owner of the business is conservative, and is insisting on using newspaper advertisement. Since you are experienced in this field, you want to advise him against using this mode of marketing communication. Explain five challenges that the business may encounter when using newspapers for advertisement, which you foresee and intend to warn him about. (10 Marks)

QUESTION THREE(20 MARKS)

- a) Describe any four types of listening that you have learned during this semester and intends to use in future (8 Marks).
- b) Discuss any three strategies applicable when selecting a channel. (6 Marks).
- c) Explain six strategies that you may apply to ensure that your planned group presentation in the classroom is successful (6 Marks).

QUESTION FOUR (20 MARKS)

- a) Briefly, discuss four types of interviews that can be conducted in an organization (8 Marks).
- b) While ICT has tremendously improved communication in the organizations, it still prevents some of challenges. Mention at five of these challenges (5 Marks).
- c) Explain seven principles of effective communication . (7 Marks).

QUESTION FIVE (20 MARKS)

- a) Using relevant examples, discuss how you have applied **four** elements of effective communication in group assignments held during this semester. (8 Marks).
- b) Explain three disadvantages of face-to-face communication that you encounter in your conversation with friends. (6 Marks).
- c) Discuss any three types of reading that a university student can use when preparing for an examination (6 Marks).