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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION FIRST SEMESTER**

DBA 001 - COMMUNICATION SKILLS

Date: 11th August, 2016
Time: 5.30pm – 7.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain barrier to effective communication. (10 Marks)
- b) Explain importance of business etiquette. (10 Marks)
- c) There are specific aspects which must be taken into consideration to account in all aspects or media of communication. Explain principles of effective communication. (10 Marks)

QUESTION TWO (20 MARKS)

- a) Etiquette enables the individuals to earn respect and appreciation in the society. Explain the types of etiquettes. (10 Marks)
- b) Explain the merits of written communication. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Explain the importance of external communication. (10 Marks)
- b) Kiriri University is recruiting office administrator. Write official requesting for the job (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain common forms of interviews. (10 Marks)
- b) Explain two models of communication. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Explain factors to consider in choosing the channel of communication. (10 Marks)
- b) Write internal memo addressing students that they will have meeting concerning the welfare in university. (10 Marks)