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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOR THE CERTIFICATE IN HOSPITALITY MANAGEMENT
CHM 101: COMMUNICATION SKILLS

Date:

Time:

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the extract below and answer the questions that follow:

Social media has been characterized as an innovative societal framework for young people. As such the youth have **embraced** social media platforms and made them part of their daily lives. According to Hilliard (2019), Social media use among adolescents is virtually worldwide at present. Hilliard opines that roughly 92% of adolescent users of social media acknowledge checking social networking sites more than once a day. In that respect, use of Facebook takes the lead among the top three social media platforms mostly used by the youth world-over at 71%. Instagram follows suit at 52%, while Snapchat stands at 41%. Research has shown that social media has some influence on substance abuse among the youth. Indeed, it has been established that the youth use their favorite social media platforms to converse on matters drugs. Kazemi et, al. (2017) affirm that the youth **habitually** discuss substance use on informal social networks. In that respect, other studies have established that the youth who access and use social media regularly have a higher chance of engaging in substance abuse than those who have little access to social media or don't use it completely. For instance, Hilliard cites a study conducted by the National Center on Addiction and Substance Abuse at Columbia University in 2011 that established that youths who frequently used **popular** social media channels were more likely to partake in substance abuse than their fellows who either did not use social media or used it less frequently. Studies have shown that social media portrays use of drugs and alcohol as fun. It therefore follows that any youth who oftentimes logs into these platforms could be easily tempted to partake in substance abuse since it is portrayed as a normal undertaking. The youth, being adventurous could also be **susceptible** to online illegal drugs. In fact, research has shown that through social media platforms, the young adults can easily use coded messages to connect with drug dealers without any suspicion from law enforcers or even their guardians.

Extract from: Nzau F.M (2021) *Assessing the potential of social media in curbing substance abuse among university students.*

QUESTION ONE (30 MARKS)

- i) a) Give the extract an appropriate title (2 Marks)
b) Explain the meaning of the following words as used in the passage:
Embraced, Habitually, Popular, Susceptible. (4 Marks)
- ii) Discuss three visual ways through which the above message could have been presented. (6 Marks)
- iii) Elaborate three disadvantages of the New Information Communication Technology as presented by social media in the above passage. (6 Marks)

- iv) Discuss three reading strategies that you as a university student would employ to go through the extract. **(6 Marks)**
- v) Communication can be presented in different structures. Explain why you think the author preferred the above format as opposed to verbal presentation of the information. **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) Kiriri Womens' University of Science and Technology is hosting guests for a research conference. As a front office manager, outline six ways through which you will demonstrate your exemplary customer service and etiquette as you receive the guests. **(6 Marks)**
- b) Explain four types of interviews you will conduct as a manager in an organization. **(8 Marks)**
- c) Discuss any THREE non-verbal cues and show how they can communicate in a job environment. **(6 Marks)**

QUESTION THREE (20 MARKS)

- a) As the procurement officer at Zamlock company, you are required to communicate to your supplier about a product you want delivered to your company. Explain the process you would go through to effect your communication. **(8 Marks)**
- b) Explain two types of reading that a university student can apply to go through a document **(4 Marks)**
- c) Elaborate on the contextual, purposive, dynamic and unavoidable nature of communication. **(8 Marks)**

QUESTION FOUR (20 MARKS)

- a) Communication is a skill, an art and a science. Highlight six elements you would engage in the communication progression to achieve your desired end. **(6 Marks)**
- b) Assuming you are the public relations officer at KWUST, discuss how you will deal with a parent who calls complaining that your institution lied to him that all the students' hostels are within the university premises; yet he has discovered that his daughter is accommodated outside the university against his will. **(8 Marks)**
- c) Email is an official mode of communication in an organization. Outline six areas of email etiquette that you would consider as you engage in its use. **(6 Marks)**

QUESTION FIVE (20 MARKS)

Zachtech company engaged 50 new workers on three-year-term contracts in the month of August,2023, to overcome organizational barrier occasioned by shortage of personnel. Among the new employees were ten supervisors for each department. On 20th September,2023, the Managing Director Jacob Kariuki commissions you, the organization's Secretary to write a correspondence to the 10 departmental heads inviting them for a meeting scheduled five days later at the organization's plenary hall, starting 2pm.The aim of the meeting is to orient the supervisors on their new roles.

- a) Write an appropriate memorandum to the above effect. **(10 Marks)**
- b) Explain any three possible challenges the managing director is likely to face during the convention. **(6 Marks)**
- c) Explain what noise is in a communication context and highlight two ways it can occur in the above scenario. **(4 Marks)**