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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE CERIFICATE IN BUSINESS MANAGEMENT
CBM 012-COMMUNICATION SKILLS

Date: 7th August 2023
Time: 11.30am-1.30pm

INSTRUCTIONS TO CANDIDATES:

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Communication is a two-way process that results in a shared meaning or common understanding between the sender and the receiver of the information. Using the communication models learnt in class, explain two elements in the communication process (4 marks)
- b) With examples, discuss the four levels of communication (8 marks)
- c) Jane has been tasked by her trainer in class to elaborate to her class members about the concept of communication and why it's important to be an effective communicator. She needs to make a thorough presentation in class to ensure her class mates understand her presentation. Explain three visual ways she will use to present her content information to her class. (6marks)
- d) Effective communication is an essential skill that plays a pivotal role in our personal and professional lives. It involves not only expressing our thoughts and ideas clearly but also actively listening to others. Good communication fosters understanding, builds strong relationships, and avoids misunderstandings or conflicts. Here are some key aspects of effective communication: Clarity: Clear communication ensures that your message is easily understood. Use simple language, organize your thoughts, and articulate your ideas concisely. Active Listening: Listening attentively is as crucial as speaking. Show genuine interest in what others have to say, maintain eye contact, and avoid interrupting. Reflecting back or paraphrasing their message demonstrates understanding. Non-Verbal Cues: Pay attention to your body language, gestures, and facial expressions. Maintain an open posture, use appropriate hand movements, and make eye contact to convey interest and engagement. Empathy: Try to understand others' perspectives and emotions. Show empathy by acknowledging their feelings, validating their experiences, and responding with sensitivity. Feedback: Providing constructive feedback is essential for effective communication. Offer specific and actionable suggestions, focusing on the behavior or issue at hand, and avoid personal attacks.
- i) What are some key aspects of effective communication? (2 marks)
- ii) How can you ensure clarity in your communication? (2 marks)
- iii) Why is active listening important in effective communication? (2 marks)
- iv) How can non-verbal cues enhance communication? (2 marks)
- e) Your organization is hosting guests for a summit. Outline **four** ways to handle office visitors while at work (4 marks)

QUESTION TWO (20 MARKS)

- a) Explain how the New Information and communication Technology has transformed the way people communicate today. (6 marks)
- b) Explain three basic types of listening you will use as a communicator in an organization (6marks)
- c) Using examples, differentiate between brainstorming meetings and managerial meetings (6 marks)
- d) Define the term noise as used in a communication process (2 marks)

QUESTION THREE(20MARKS)

- a) You are required to communicate to your boss about your work progress for the past two months. Explain how your communication will be effective using the principles of effective communication (8 marks)
- b) Explain **two** types of reading that a university student can apply to go through a document (4marks)
- c) Elaborate on the **four** functions of communication that employees use in an organization (8 marks)

QUESTION FOUR (20 MARKS)

- a) Elaborate on communication as a skill, an art and a science. (6 marks)
- b) State and explain three importance of public relations to an organization (6 marks)
- c) Illustrate the communication process using Lasswell's model (8 marks)

QUESTION FIVE (20 MARKS)

- a) As a communicator, being a good listener is a skill one should not ignore. Elaborate on the listening process (8marks)
- b) You have been sent to Garissa County by your organization based in Nakuru to address drought challenges within the area. Members of this county are faced with a lot of challenges that pose a threat to your delivery of the content form your organization. Using examples describe how you will overcome any three barriers to effective communication you are likely to face (6 marks)
- c) Discuss any three challenges an organization may encounter while conducting meetings (6 marks)