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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY
DCU 1001 – COMMUNICATION SKILLS

Date: 04TH December, 2023
Time: 11:30AM- 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the passage below and answer all the questions that follow

Society has the obligation to provide young people with the right knowledge and skills to become productive workers, good parents and responsible citizens, according to a World Bank Report entitled Development and the Next Generation. And it is through education that the young develop their ability to be productive workers, good parents and responsible citizens. The report says that effective investments need to happen during childhood and adolescence for it to bear fruits. Investments in adolescence are needed to make earlier investments during childhood pay off a hundredfold. The report underscores the need to establish a strong secondary education that will further strengthen the capabilities that primary education established.

It stresses the need to improve the relevance and quality of post-primary education by teaching students the practical knowledge, thinking and behavioural skills demanded by the labour market. To achieve this, the education system must promote a teaching method that leads to high learning achievement and blends the academic and vocational curricular. It should link what happens in school to local economy. To improve the relevance of education to the learners, the report says, education must produce people with strong thinking and interpersonal skills because job tasks are increasingly requiring problem solving and communication skills. Entrepreneurs are also increasingly demanding thinking skills such as self-confidence and leadership.

In a nutshell, what are the types of skills that a top-notch education system requires? It requires two basic types of skills: thinking skills and behavioural skills. Thinking skills include conceptual critical and creative skills. High quality education develops learners with superior conceptual, analytical and critical skills-skills that condition the learner to be curious, inquisitive and always posing and seeking answers to problem situations or processes. Behavioural skills include such traits as perseverance, self-discipline teamwork and ability to negotiate risks.

The report also highlights the enduring role of what it terms basic skills: literacy and numeracy-ability to read, write and count. These basic skills are needed for further learning, work and life. The report also identifies what it terms post basic skills-the higher order thinking skills, and higher order behavioural skills such as decision-making skills, team work, the ability to negotiate conflict and manage risks and specific knowledge applied to real-life situations, and vocational skills. The foregoing demonstrates the integral role Early Childhood, Primary and Secondary cycle plays in creating the foundation for higher education in tertiary and university education. The quality of higher education is as good as the primary and secondary education.

- a) According to the passage, explain the role of society in the development of an individual. (4 Marks)
- b) Describe ways in which an education system can help in the attainment of the demands of the job market. (6 Marks)
- c) Explain the connection between the labour market and entrepreneurs. (2 Marks)
- d) Make notes on what is expected of a person who has attained post- basic skills. (6 Marks)
- e) Explain the meaning of the following words as used in the passage. (4 Marks)
 - i) Underscores
 - ii) Integral
- f) Use the following topic sentence to develop a paragraph of between 100-150 words: (6 Marks)
It is through education that the young develop their ability to be productive workers, good parents and responsible citizens.
- g) Suggest an appropriate title for the passage. (2 Marks)

QUESTION TWO (20 MARKS)

- a) As a solid campaigner against drug abuse, explain how you would effectively use **Consideration** as a principle of communication when running anti-drug campaigns at your local university. (6 Marks)
- b) Sally has just been recruited as a receptionist at a reputable law firm in Nairobi. Being her first job, she is both excited and nervous. Seeing that her job entails a lot of interactions, she is well aware that communication is marred by certain barriers at the work place. As her close friend, advise her on how to overcome **four** communication barriers that she is likely to face at her position. (8 Marks)
- c) Assume that you have been invited for an interview at Kazi -Works Limited for the position of a Communications Officer. You are well prepared for the interview and believe that you shall get the opportunity. State three aspects of your conduct during the interview that could decrease your chances of getting the job. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Sarah and Tom work in the same office. They are both part of a project team, but they have been experiencing communication barriers lately. Sarah is an introvert who prefers written communication and emails, while Tom is an extrovert who prefers face-to-face discussions. This difference in communication styles has led to misunderstandings and inefficiencies in their project work.
 - i) What are the primary communication styles of Sarah and Tom, and how do these styles differ? (4 Marks)
 - ii) How might Sarah's preference for written communication impact her interactions with Tom, who prefers face-to-face discussions? (4 Marks)
 - iii) What are some potential consequences of the communication barriers between Sarah and Tom for their project work? (4 Marks)
- b) Differentiate between upward communication and interactive communication? (4 Marks)
- c) You have been asked to prepare for an impromptu meeting at your organization, outline four ways you will prepare for the meeting (4 Marks)

QUESTION FOUR (20 MARKS)

- a) Imagine a scenario in a corporate setting where a project manager sends an email to a team member, stating, "Please work on the report as soon as possible. It's urgent." Now, consider an improved version of the message: "Could you please start working on the quarterly sales report today and submit it by 3:00 PM tomorrow? We need it for the executive meeting scheduled for the day after tomorrow." Explain the importance of the "Clarity" aspect of the 7Cs of effective communication. (6 Marks)
- b) You are working peacefully in your business office and a visitor walks in to make inquiries about your services. Explain 3 business etiquette rules you will observe. (6 Marks)
- c) Imagine you are a manager leading a diverse team, and a conflict has arisen between two team members. They approach you individually to express their concerns about each other. Describe how you would effectively handle this situation, ensuring that communication remains respectful and constructive. (8 Marks)

QUESTION FIVE (20 MARKS)

- a) You have been assigned the task of giving a presentation to your company's top executives. Explain the steps you would take to prepare for and deliver an effective presentation, considering aspects such as content, visual aids, and audience engagement. (8 Marks)
- b) You are a customer support representative dealing with a frustrated customer over the phone. The customer is upset about a product issue. Describe the techniques you would use to de-escalate the situation, actively listen to their concerns, and provide a satisfactory resolution. (8 Marks)
- c) Outline four types of communication (4 Marks)