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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR**  
**FOR THE CERTIFICATE IN BANKING AND FINANCE**  
**CBF 012: COMMUNICATION SKILLS**

Date:  
Time:

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- A visitor comes to your office to make inquiries about your services. Outline six ways you will handle that office visitor. (6 Marks)
- Explain three visual way of presenting information to your employees during a meeting. (6 Marks)
- Using an example, elaborate how communication can be used as an art in an organization. (6 Marks)
- Highlight three importance of listening in your life. (3 Marks)
- Differentiate between mass and intrapersonal communication. (6 Marks)
- State the 3Rs of business etiquette. (3 Marks)

**QUESTION TWO (20 MARKS)**

- Distinguish between interactive and grapevine communication in an office setup. (6 Marks)
- Explain the listening process. (8 Marks)
- State six importance of public relations to an organization. (6 Marks)

**QUESTION THREE (20 MARKS)**

- You have been sent by your organization to deliver a speech on behalf of the management, outline the principles of communication you will consider as the communicator. (6 Marks)
- Jane has been invited over for an interview after 2 weeks of her application. Explain three things she should not do during the interview. (6 Marks)
- Illustrate the communication process using Laswell's model. (8 Marks)

**QUESTION FOUR (20 MARKS)**

Janet, a student at Kiriri Women's University of Science and Technology was explaining a point to her colleagues during a class group discussion. However, Caroline kept on moving up and down to answer phone calls, interrupting Janet in the process of her explanation, hence she could not comprehend the points discussed.

- Identify and explain the key communication skill that Caroline lacked. (6 Marks)
- Explain four ways on how she can improve on this skill so as to become an effective communicator. (8 Marks)
- Describe any three possible communication barriers that could also affect the group discussion. (6 Marks)

**QUESTION FIVE (20 MARKS)**

- Imagine you have just seen an advertised position of a communication's intern at Apple Inc. You are interested in the position. Write an application letter that you would submit to the firm for the post. (8 Marks)
- Outline four types of meetings. (4 Marks)
- Explain at least four stages of the communication process. (8 Marks)