



**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
DEPARTMENT OF BUSINESS ADMINISTRATION AND IT
COMMUNICATION SKILLS DCU 1001
END OF SEMESTER EXAMINATION 2024**

Level: Diploma

Mode: Day Class

Duration: 2 Hours

INSTRUCTIONS: Answer Question one (compulsory) and any other two Questions.

QUESTION 1 (30 marks) (compulsory)

Read the reflection paper below and answer the questions that follow.

Radio as a means of communication has been a carrier of information that in a number of dimensions has been of essence to the society. Nonetheless, *Bertolt Bretch* sees it only as a transmitter of information. As such he, advocates for extension of the radio's mandate from only transmission of information to communication and empowerment of the listener to pass the information they get to the next party in the same breadth. *Bretch's* perspective seems to have been pegged on the outlook of the traditional media and its roles, putting the ancient radio in the same category. My view is that even in its ancient form just as today, radio has played a pivotal role in the progress of the society. In addition, the traditional media has its share of contribution to development. I concur with Bretch in a number of issues. First, he contends that radio was initially viewed as a substitute for cinema, plays, recitals, discourses and even local newspapers among others. He also argues that use of radio only, is not a satisfactory means of restoring the well - being to the family and the society at large. His ideal to have radio roles expanded to organizing its audiences to be purveyors of any communication done is also another perspective of focus. Bretch also observes that the traditional radio has always been controlled by capitalists hence it has not been a true representative of the people on the ground. If it focuses truly on the issues directly concerned with the common citizens, it will give a public feature to the issues that are in the public domain and enhance its relevance in the society. Nevertheless, I disagree with the

Brecht's view that radio as traditionally regarded has made the poor poorer and the rich richer. More so the call for employing artistic modes in radio production which *Brecht* sees as a missing element in the radio programming structure is in my opinion indeed present. Taking an example of Kenya, even in the one party regime when there was only one broadcaster, there were as there is even today programmes that focused on art and entertainment and education of the citizens. Example: *Kilimo bora, Ungwana*. These programmes made the listener feel more at home than being isolated (as *Brecht* puts it) due to their instructive and informative nature. *Brecht* criticizes what he calls the one-sided use of the radio; he is for the idea of taking a replacement for having radio as an information dispensing agent from a central point to people, to making it a communicative tool via which individuals are able to communicate as well as obtain information. This is an assertion that the ancient radio did not allow for feedback from the audience; which I object. If we take the Kenyan standpoint, there was the aspect of sending feedback via post office which was viable then. What *Brecht* should talk about is not the absence of the platform for feedback but the speed at which the feedback was delivered then. Today, traditional communication media including cultural practices like initiation to adulthood, ululations when a child is born, thanksgiving cultural dances during harvest time are still relevant in spearheading development. While the modern media is capitalizing on the new media platforms such as the Facebook, WhatsApp, or Instagram to propagate development, the traditional media exploits the values and culture embedment on people for unity in driving development. This encourages the citizens to collectively partake in moral, socio-economic and political buildup of the society as a whole. In conclusion, radio in its ancient form as well as the present form has played a significant role in the advancement of the society. In addition, the traditional media has its share of contribution to development in the society.

Extract: (Nzau F.M 2020) **Historical reading:** *The radio as an apparatus of Communication- Bertolt Brecht/1927)*

- 1.a) Give the reaction paper an appropriate title (2 marks)
- b) Discuss the role of radio in the society as outlined by the writer in the extract (6 marks)
- c) Highlight two areas in which the writer disagrees with *Brecht's* view. (4marks)

d) Explain the meaning of the following underlined words as used in the extract: i) dimensions ii) essence iii) pegged iv) satisfactory v) exploits vi) significant (6marks)

e) Discuss two types of reading you (as a student) would apply to go through the above reflection paper. (4marks)

f) Outline alternative ways you would use to present the above information

i) to the deaf who can see (2marks)

ii) to the blind who can hear (2marks)

iii) to the illiterate (2marks)

iv) to the literate (2marks)

QUESTION TWO (20 MARKS)

Feedback is a very important element for any effective communication. It can be verbal or non-verbal. In as much as not all communication requires it, it is very crucial for a communicator.

- a) Discuss the importance of feedback in the communication process. (6 marks)
- b) Explain two characteristics of constructive feedback and its role in facilitating growth and development. (4 marks)
- c) Describe Charles Osgood's model of communication (8 marks)
- d) Define feedback (2 marks)

QUESTION THREE (20 MARKS)

- a) Describe the significance of non-verbal communication in interpersonal interactions and outline how they can influence the interpretation of verbal messages. (8 marks)
- b) How do cultural norms, values, and communication styles influence interactions between individuals from different cultural backgrounds (8 marks)
- c) Outline four barriers to effective communication (4 marks)

QUESTION FOUR (20 MARKS)

Daphney is a communication consultant hired by Safaricom company to improve their internal communication practices. The company has been facing challenges related to miscommunication.

- a) Propose a communication strategy for the organization based on the 7c's of communication to address the communication issues (4 marks)
- b) Write a memo to the employees based on the above recruitment as the human resource manager (8 marks)
- c) Explain the steps you would take to prepare for and deliver an effective presentation regarding proper communication during the meeting with employees. (8 marks)

QUESTION FIVE (20 MARKS)

ICT has revolutionized how communication happens in various organizations. Many companies and individuals have embraced technology in their daily activities. Despite the amazing advantages ICT has brought to the communication industry, it also has some challenges that require urgent attention.

- a) Briefly explain the role of ICT in communication (6 marks)
- b) Elaborate on two challenges posed by ICT in communication (4 marks)
- c) Outline the different levels of communication in an organization (4 marks)
- d) Communication is simply not just passing of information from one party to another. Discuss the concept of communication to show how complex and dynamic communication is. (6 marks)