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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE CERTIFICATE IN BANKING AND FINANCE

Date: 8th April, 2024
Time: 11.30am-1.30Pm

CCU 001 – COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

In today's digital age, effective communication skills are more crucial than ever. Whether it's conveying ideas in a professional setting or maintaining relationships through various platforms, the ability to communicate clearly and concisely is paramount. Communication encompasses verbal and non-verbal cues, including body language, tone of voice, and written correspondence. Furthermore, active listening plays a pivotal role in effective communication, allowing individuals to understand others' perspectives and respond appropriately. Mastering these skills not only **fosters** better collaboration and understanding but also helps navigate complex social and professional landscapes with **finesse**.

- a) What are some examples of non-verbal cues mentioned in the passage? (2 marks)
- b) Why is active listening considered crucial for effective communication? (4 marks)
- c) How does mastering communication skills benefit individuals in professional settings? (4 marks)
- d) Can you provide examples of platforms mentioned in the passage where communication skills are essential? (3 marks)
- e) Explain what role tone of voice plays in communication, according to the passage (4 marks)
- f) Explain the meaning of the words in bold (4 marks)
- g) Give the passage an appropriate title (2 marks)
- h) Using examples, discuss barriers to active listening which plays a pivotal role in

effective communication

(7 marks)

QUESTION TWO (20 MARKS)

- a) Kiriri Women's 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) You have been appointed at the new manager at Tripple O hotel. You need to organize for a meeting to engage with the employees.
- i. Explain any three possible challenges the you likely to face during the meeting. (6 marks)
 - ii. Write an email to your personal assistant asking her to meet you to discuss how to organize for the meeting (8 marks)

QUESTION THREE (20 MARKS)

- a) Claire is reading a magazine about leisure while Purity is reading an academic journal. If both of them are university students at KWUST, State and explain two possible types of reading that each can apply to go through their document. (6 marks)
- b) Elaborate four reasons why employees engage in communication within an organization (8 marks)
- c) Discuss briefly why you would present a speech verbally and not in a written format. (6 marks)

QUESTION FOUR (20 MARKS)

You have been invited for an interview for the position of a procurement officer at Charlock co.ltd.

- a) Outline ways you will prepare for the interview (6 marks)
- b) A good listener makes an effective communicator. ELABORATE this statement. (8 marks)
- c) You have been sent to Murang'a County by your organization to address the youth on the dangers of drug abuse. Using examples describe 3WAYS you would apply the principles of communication in your speech. (6 marks)

QUESTION FIVE (20 MARKS)

- a) Outline the different elements of communication that need to be present for the communication process to happen (4 marks)
- b) Image is a key aspect in the growth of every organization. Explain how public relations can help to achieve organization's prosperity. (8 marks)
- c) Explain the 4Ws in the Laswell's model of communication. (8 marks)