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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
CERTIFICATE IN BUSINESS MANAGEMENT
CBM 012- COMMUNICATION SKILLS

Date: 8th August 2018
Time: 11.00Am- 1.00Pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) You have received a phone call from your employer after being absent from work. Write your communication with her for the next two minutes. (8 Marks)
- b) As secretary of an institution you have been given responsibility to take minutes, show how you would go about it by writing. (8 Marks)
- c) You are given a chance to teach your former secondary schools students on modern means of communication. Illustrate in details some major points you would cover. (8 Marks)
- d) As a teacher of communication skills, demonstrate to your students how they can improve on their communication skills. (6 Marks)

QUESTION TWO (20 MARKS)

- a) Despite advancement in communication, oral communication remains the best. Justify your answer or disapprove it. (8 Marks)
- b) There is no communication that is not communication, explain. (6 Marks)
- c) Show how you would use communication skills to save time in an organization. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Using diagrams show how communication takes place in an office, with different departments. (8 Marks)
- b) You are recently employed in accompany describe some physical adjustment you would make to enhances communication. (6 Marks)
- c) Demonstrate how you would prepare for a meeting as an administrator of an organization. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Describe how you would enhance your advertisement as sales person to attract more customers. (8 Marks)
- b) Discuss the effective tools for public speaking. (6 Marks)
- c) After communication with her parents for a long time Jane complains that she gets no feedback. Explain to her what could be the problem. (6 Marks)

QUESTION FIVE (20 MARKS)

- a) Basing on your experience, explain how you would enhance office etiquette in Kiriri Women's University. (8 Marks)
- b) Explain what you would consider before a choice of a means of communication. (6 Marks)
- c) Explain how communication can be used to reduce cost of administration. (6 Marks)