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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 10th December, 2020
Time: 11.30am – 1.30pm

KLC 001 – COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

You are in charge of a Bookshop called Wami Books as an Assistant to the Manager Mrs. Topaz Mwangi. The Bookshop has rules about the staff. The contract says that all staff should wear black or dark blue trousers or skirts with a white shirt or blouse. Mrs. Topaz says to you, "I would like you to send a Memo, to the staff supervisor, Mrs. Scalia have noticed that some office staff have not been following rules recently. Please remind her that the staff should follow rules. I have seen some of the officers with long hair that is not pinned up, Staff wearing trainers and not the correct shoes. I want you to mention in particular that a small amount of jewellery can be worn, such as a ring but nothing too much. You'd better use my name in the memo".

- Write a Memo to the supervisor, about the Company's clothing rules and ask her to make sure that her staff follows rules. (10 Marks)
- You are due to attend an interview for a job that you really care about. Explain the non-verbal communication signals that you will use to persuade your interviews that you are the most suitable candidate for the job. (5 Marks)
- Identify five reasons that would hinder prospective employer from hiring an interviewee in spite of having all the qualifications. (5 Marks)
- Discuss five principles of effective communication. (10 Marks)

QUESTION TWO (20 MARKS)

- The purpose of communication is not always to elicit action, it may also include communication to seek information. Outline the various aspects of communication. (10 Marks)
- How do you achieve clarity in communication? (4 Marks)
- Elements of communication are the components that constitute the communication process, describe three, giving a simple example in each. (6 Marks)

QUESTION THREE (20 MARKS)

- a) Using examples, describe five ways you can use to achieve conciseness in communication?
(10 Marks)
- b) To be able to effectively use a library one needs to know the functions of each section. Name and explain the five sections of a modern library.
(10 Marks)

QUESTION FOUR (20 MARKS)

We can communicate an idea around the world in seventy seconds, but it sometimes takes years for an idea to get through the human brain. This statement refers to poor listening skills.

- a) Briefly explain how a receiver can make the work of a presenter effective?
(10 Marks)
- b) What are the possible barriers to effective listening skills?
(10 Marks)

QUESTION FIVE (20 MARKS)

- a) “Fear of public speaking is believed to be the most common phobia in the world”. As a presenter, explain the methods you would use to overcome fear during a presentation.
(10 Marks)
- b) With illustrations, give a descriptive difference between a formal and an informal meeting.
(5 Marks)
- c) Identify and give a detailed description of the five basic documents that are prepared for formal meetings.
(5 Marks)