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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2017/2018 ACADEMIC YEAR  
DIPLOMA IN PROCUREMENT AND SUPPLIES MANAGEMENT**

**DCU 1001- COMMUNICATION SKILLS**

Date: 8<sup>th</sup> August 2018  
Time: 11.00Am- 1.Pm

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

- a) The following advertisement appeared in the daily nation newspaper on 20th January 2018 for the vacant position. Write an application letter using the full block format and apply for the post. (10 Marks)

We are looking for an administrative officer with a bachelor's degree in human resources and a minimum of 2 years relevant experience. Should possess the relevant skills for the post above including excellent I.T skills, Microsoft office suite, database management and record keeping. Interested candidates to send their application letter to: Human resources manager, Gap recruitment agency, address, 3245-00100, Nairobi. Subject line: HR/ ADMIN OFFICER. Closing date is on 12th MARCH 2018.

- b) Distinguish between the following (8 Marks)
- Intrapersonal and interpersonal communication
  - Hearing and listening
- c) Define intercultural communication. (2 Marks)
- d) Communication serves many purposes in business circles. Highlight any four. (4 Marks)
- e) Mention any two theories of communication. (2 Marks)
- f) Give four categories of non-verbal communication. (4 Marks)

**QUESTION TWO (20MARKS)**

- a) Why is written communication mostly preferred in business communication? (6 Marks)
- b) Outline some preparations one can make before attending a job interview. (5 Marks)

- c) Most committee meetings are unproductive. Give four reasons why. (4 Marks)
- d) Which are the five major elements in the communication process? (5 Marks)

**QUESTION THREE (20 MARKS)**

- a) Briefly discuss one theory of communication. (10 Marks)
- b) What is the importance of downwards communication in today's business world? (6 Marks)
- c) Which skills are necessary for effective interpersonal communication? (4 Marks)

**QUESTION FOUR (20 MARKS)**

- a) You are set to attend your lecture classes. Discuss ways in which you can prepare so as to grasp what you will be taught. (10 Marks)
- b) Discuss briefly any three barriers to effective communication. (6 Marks)
- c) Grapevine is a very important channel of communication. Give reasons to support this statement. (4 Marks)

**QUESTION FIVE (20 MARKS)**

- a) In what ways does non-verbal communication interact with verbal communication? (6 Marks)
- b) How can a student employ her critical thinking skills while in college? (6 Marks)
- c) Briefly discuss three factors one should consider before choosing a medium of communication. (6 Marks)
- d) Define etiquette. (2 Marks)