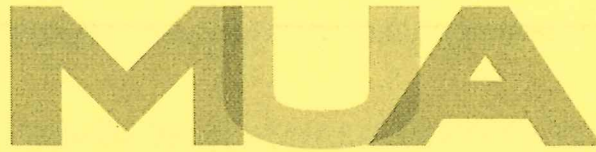


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

**DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/BACHELOR OF COMMERCE**

**UCU 100/UCU 106/BCM 111 : COMMUNICATION SKILLS/ BUSINESS
COMMUNICATION**

DATE: 30TH NOVEMBER 2023

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

CLIENT RELATIONS DILEMMA IN BUSINESS COMMUNICATION

The section head of customer relations office at XYZ Company has decided to send inspirational quotes to his employees repeatedly throughout the day to keep them motivated. He was inspired by a workshop he had attended earlier on the same theme. To maintain good customer relations, the employees are expected to promptly respond to customers' queries and address their complaints through emails, phones, and social media feeds. This could be very stressful, given that currently the number of complaints has exponentially increased due to Covid19 situation and the closure and restrictions imposed by the government. Muna, having a great record in meeting deadlines, has also been greatly affected by this situation because even she is not able to keep up with increase in inquiries and complaints made by the customers. The inbox is constantly full, the phone keeps ringing and social media notifications keep on popping.

Muna, along with her colleagues and after consulting the section head, has decided earlier to follow a more organized and strategic approach in finishing her work. Each hour, they will respond to the 5 earliest emails, 5 phone calls and 10 social media feeds. The employees were relieved by this decision because they usually receive only customers' emails in their inboxes and no filtration is required.

However, the manager's new approach to motivate the employees has led them to be more stressed than relieved. They started receiving countless inspirational emails from him throughout the day that they had to filter through their inbox to find customers emails; this affected their working pace. Added to that, the company couldn't pay its internet bills as frequently leading to slow connection with nonstop customers' complaints for delayed responses. Muna couldn't bear this anymore and she blew at the weekly staff meeting threatening to resign unless the situation is alleviated.

Answer all the following questions:

Required:

- a) With relevant examples Discuss in details what led to communication failure in this case . **(10 Marks)**
- b) Explain how the section head could have achieved his goal without disrupting the employees? **(5 Marks)**
- c) Are Muna and the section head emotionally intelligent people? Explain your answer with relevant examples. **(10 Marks)**

QUESTION TWO

- a) Describe FIVE smart e-mail practices (5 Marks)
- b) By use of examples define grapevine. Discuss five the advantages and five Disadvantages of grapevine (10 Marks)

QUESTION THREE

- a) Illustrate the Role of the Manager in effective business communication (5 Marks)
- b) Illustrate how an organization can achieve the 7Cs of effective business communication (10 Marks)

QUESTION FOUR

- a) Explain five communication models (5Marks)
- b) As the secretary of a youth club, prepare a report on the literacy drive undertaken by your club. The report will be submitted to the Chairperson of the group. (10Marks)

QUESTION FIVE

As the Alumni of Management University of Africa write a speech you would present during the 10th graduation ceremony of the university to your fellow graduands. (15Marks)

QUESTION SIX

The regional business forum youth group had an end year meeting to discuss the group's activities undertaken in the year 2022 and the plans for the year 2023. The group has ten registered members and only eight were present for the meeting. As the group secretary write the minutes for the meeting (15Marks)

