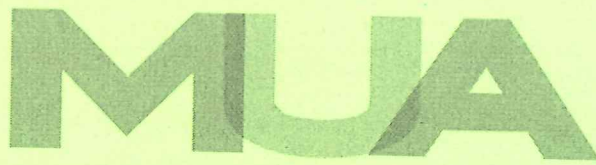


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/BACHELOR OF COMMERCE

UCU 100/UCU 106/ BCM 111: COMMUNICATION SKILLS 1/ BUSINESS
COMMUNICATION

DATE: 8TH AUGUST 2024

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.

Past Papers.
Good work.

QUESTION ONE

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

The instruction manual the scared customers away

As one of the first to enter the field of office automation, Sagatec Software, Inc. had built a reputation for designing high-quality and user-friendly database and accounting programs for business and industry. When they decided to enter the word-processing market, their engineers designed an effective, versatile, and powerful program that Sagatec felt sure would outperform any competitor. To be sure that their new word-processing program was accurately documented, Sagatec asked the senior program designer to supervise writing the instruction manual. The result was a thorough, accurate and precise description of every detail of the program's operation. This write-up was then presented verbally to management after a good lunch in a hotel. Most managers were not keen and could not even follow the presentation. They eventually passed it to be used by the customers as the instruction manual.

When Sagatec began marketing its new word processor, cries for help flooded in from office workers who were so confused by the massive manual that they couldn't even find out how to get started. Then several business journals reviewed the program and judged it "too complicated" and "difficult to learn." After an impressive start, sales of the new word processing program dropped. Sagatec eventually put out a new, clearly written training guide that led new users step by step through introductory exercises and told them how to find commands quickly. But the rewrite cost Sagatec \$350,000, a year's lead in the market, and its reputation for producing easy-to-use business software.

Required:

- a) From the case of Segatec identify and discuss any four categories of possible barriers to communication (8 Marks)
- b) Evaluate how the communication in the segatec case violated the principles of communication (7 Marks)
- c) Using an example explain the advantages of using visial communications in the case (5 Marks)

- d) Identify the costs associated with miscommunication in this case and advise on how to avoid them. (5 Marks)

QUESTION TWO

- a) Make short notes on the following styles of personal communication.
- i. Passive Communication (3 Marks)
 - ii. Aggressive Communication (3 Marks)
 - iii. Assertive in Communication (3 Marks)
 - iv. Passive-Aggressive communication (3 Marks)
- b) In professional communications we normally have four main purposes of communication we consider as we construct the message. Discuss (3 Marks)

QUESTION THREE

- a) Determine what academic writing is and explain how it differs from personal writing. (7 Marks)
- b) In preparing a presentation it is important to analyze the audience first. Examine the factors you need to consider when analyzing the audience (8 Marks)

QUESTION FOUR

- a) Using an example, demonstrate how you can use the message house model to construct a powerful message to your audience (7 Marks)
- b) Elaborate on how you would Write a full-block formal letter in a business setting while highlighting all its contents. (8 Marks)

QUESTION FIVE

- a) Discuss in detail the three main sections of a presentation (8 Marks)
- b) Write short notes on merits and limitations of down ward communications in the organization (7 Marks)

QUESTION SIX

- a) Examine any four important documents for any formal meeting **(4 Marks)**
- b) Evaluate the stages of an interview **(8 marks)**
- c) Write short notes on plagiarism **(3 Marks)**