

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 101: SOCIAL SKILLS

DATE: 4TH AUGUST 2026

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 **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 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:

NAVIGATING SOCIAL DYNAMICS IN THE WORKPLACE

Linda recently joined a marketing firm as an intern. During her first week, she noticed some tension in the team she was assigned to. Two colleagues, John and Mary, were constantly in conflict, often disagreeing during meetings and ignoring each other's suggestions. Linda, being new, felt uncomfortable and unsure how to approach the situation. She also noticed that she was often left out of informal group discussions and felt pressure to conform to the team's dominant behaviors.

During a team project, Linda tried to offer a different idea, but her suggestion was quickly dismissed by John. She later felt frustrated and demotivated. However, instead of reacting angrily, she chose to talk to her mentor about the experience. Her mentor helped her understand the importance of emotional intelligence and guided her on ways to manage her feelings, communicate assertively, and participate effectively in teams. Linda took the feedback positively and started working on her self-awareness and conflict resolution skills. Over time, she became more involved, gained respect from her peers, and eventually contributed meaningfully to a successful campaign.

Required:

- a)** Identify and explain two elements of emotional intelligence that Linda demonstrated in the case study.

(6 marks)

- b)** Discuss three conflict resolution techniques Linda could use to help manage the tension between John and Mary

(6 marks)

- c)** Evaluate four importance of mentorship and career planning in Linda's professional development.

(8 marks)

- d)** Discuss five disadvantages of social media in today's modern world
(10 marks)

QUESTION TWO

List and briefly explain five (5) key characteristics of effective social skills
(10 marks)

QUESTION THREE

- a) Examine any two anger related health problems **(2 marks)**
- b) Identify and discuss four (4) effective strategies that individuals can use to overcome or manage anger **(8 marks)**

QUESTION FOUR

- a) Evaluate three key elements of responsible behavior **(6 marks)**
- b) Discuss two effective ways to promote tolerance and respect among young people **(4 marks)**

QUESTION FIVE

- a) Assess any two importance of team work in an organization. **(1 marks)**
- b)** Explain the five stages of group development. For each stage, describe the main characteristics and challenges that groups typically experience.

(9

marks)

QUESTION SIX

a) Define the term Cultural literacy

(2

marks)

b) State and explain any four importance of cultural literacy in today's diverse society

(8

marks)