

The
Management
University
of Africa



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CERTIFICATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

CERTIFICATE COMMON UNIT

CCU 100 : FOUNDATION OF COMMUNICATION SKILLS

DATE: 4TH APRIL 2022

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:

BIDII COMPANY LIMITED

Mr Kamau is the operations manager of Bidii Company Limited which deals with supply and delivery of textiles. The Company operates in Kenya, Rwanda and Burundi. The company has branches in Nairobi, Kisumu and Mombasa. The company holds regional monthly meetings regularly to monitor the sales of their products both locally and beyond borders. Mr Kamau oversees operations in the Mombasa office. It's important to know that the position of Chairperson is significant and merits particular attention in legislation. Most of those enactments deal with the bespoke governance of statutory bodies. On 12th May 2020 Mrs Zawadi who is the Group CEO of the company and sits in the Headquarters in Rwanda visited the Mombasa office and called for an impromptu meeting to discuss on the company sales. Care should be taken in fixing up meetings in a manner that is generally convenient to most of the members or participants. Meetings are the most popular method of interactive communication. They facilitate direct, face-to-face communication and are essential at various levels in all organizations. They facilitate exchange of information, fostering of team spirit and commitment to common goals and objectives. More importantly, they help in elaborating ideas, clarifying concepts and clearing confusion, if any, created on account of ambiguous and incomplete verbal and vocal messages

Required:

- a) What is the role of Mrs Zawadi as the chairperson. Identify and explain 5 roles of chairperson in the meeting **(10 Marks)**
- b) Noise is any interference in encoding or decoding process that reduces the clarity of a message. Discuss 3 forms of noise **(6 marks)**
- c) Reports are a highly structured form of writing often following conventions that have been laid down to produce a common format. Describe 7 steps to

follow during report writing. Reports are a highly structured form of writing often following conventions that have been laid down to produce a common format (12 marks)

- d) Highlight and explain 2 sources of gathering information (2marks)

QUESTION TWO

Communication is more than transfer of messages, ideas and thoughts from one person to another or one group to another; it is a dynamic process of action and interaction towards desired goals in order to create meaning. Explain 5 benefits for studying communication (10 Marks)

QUESTION THREE

- a) List and explain 6 things to avoid during an interview to ensure its success interview (6 marks)
- b) Effective writing must take into consideration on some factors. Briefly highlight and discuss 4 considerations for effective writing (4 marks)

QUESTION FOUR

- a) Listening is the act of receiving sound, constructing meaning and responding to the spoken message. Expound 4 important aspects of listening process (8 marks)
- b) Define the below terminologies
- i) Skimming (1 mark)
 - ii) Sub-vocalization (1 mark)

QUESTION FIVE

- a) Memos are also a logical way to coordinate the efforts of many people within an organization – especially large and diverse organizations and for those who do not have access to E-mail. Give 4 advantages of memos (4 marks)
- b) Give and explain 2 types of interviews (2 marks)

- c) State four categories of communication according to the number of people involved **(4 marks)**

QUESTION SIX

Most organizations have adopted technology that allows people to work away from the office using such channels as notebook computers, digital pagers, and personal digital assistants (PDAs) and cellular phones among others. Discuss 5 merits of technology to business communication **(10 marks)**