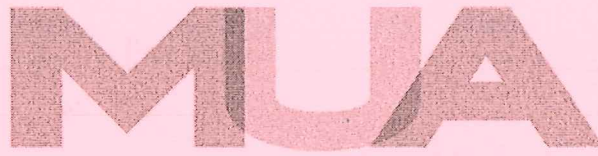


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 100 : INTRODUCTION TO COMMUNICATION SKILLS

DATE: 10TH DECEMBER 2018

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:

INSIGNIA HOLDINGS

Mrs. Kodo is the General Manager of Insignia Holdings. The Holdings deal with the supply and delivery of ladies cosmetics. Insignia Holdings have three Regional Offices in Nairobi, Mombasa and Kisumu. They also operate in Zambia and Uganda. The company regularly holds regional monthly meetings to monitor the sales of their products both locally and beyond borders. Mrs. Kodo oversees the daily operations of the Nairobi Office.

On 25th September 2018, the Group CEO; Mr. Wahinya who sits in the Head Office in Zambia made an impromptu visit to the Nairobi Office. At exactly 9 a.m. he called for a meeting at the Board Room. Some staff who reported to work at 10 a.m. missed the meeting and were requested to explain why action should not be taken against them.

Required:

- a) Before the 25th September 2018, what documents should have Mr. Wahinya through Mrs. Kodo prepared? Identify and discuss the vital documents needed for the meeting. **(6 Marks)**
- b) What is the role of Mr. Wahinya in the meeting as the Chairperson? Identify and explain any 5 roles of the Chairperson in a meeting **(10 Marks)**
- c) Define the terms decoder and encoder **(2 Marks)**
- d) Identify any eight (8) media used in communication **(8 Marks)**
- e) Differentiate between formal and informal communication in organizations. **(4 Marks)**

QUESTION TWO

Communication is a tool that Organizations use for promotion. Discuss (10 Marks)

QUESTION THREE

a) Grapevine is informal communication, Identify the merits of Grapevine

(4 Marks)

b) Non -verbal communication sometimes is louder than verbal communication.

Make short notes on;

(6 Marks)

i. Haptics

ii. Eye Contact

iii. Clothing

QUESTION FOUR

a) The internet has a major impact on Global Communication. Identify and discuss the four (4) effects (8 Marks)

b) List two critical skills for communication

(2 Marks)

QUESTION FIVE

Although communication is a too complex a process to sum up in a short definition there are several characteristics shared by all communication. Discuss (10 Marks)

QUESTION SIX

a) Define the term communication.

(2 Marks)

b) Communication serves several purposes. Illustrate the four (4) purposes

(8 Marks)

