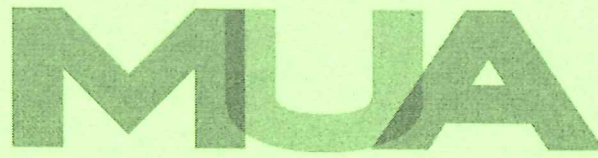


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP/  
BACHELOR OF ARTS IN DEVELOPMENT STUDIES/ BACHELOR  
OF COMMERCE**

**UCU 200 : COMMUNICATION SKILLS 2**

**DATE: 2<sup>ND</sup> APRIL 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.**

**QUESTION ONE**

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

**WIN BROADCASTING CORPORATION**

WIN Broadcasting Corporation announced that it was laying off its employees by a third. This was a Large -scale change affecting many employees across the company and required careful handling in its communication.

The CEO Tom Williams set up a conference call with 1,000 employees with the aim of boosting morale across the workforce. As Mr. Williams talked; patch creative Director Peter Lopez began taking pictures of him. He was immediately sacked, in front of the 1,000 staff members on the conference call. Perhaps Mr. Tom Williams did not know that Peter's job included photographing meetings with key leaders for the benefit of remote workers. But he should have, if he had been in touch with his workforce, he would have been fully aware of the roles of individual employees across the departments at WIN Broadcasting Corporation.

**Required:**

- a) Based on the Case study, explain five (5) Communication functions in Management. **(5 Marks)**
- b) Describe FIVE leadership and communication challenges from the Corporation. **(10 Marks)**
- c) Examine FIVE effective public presentation skills based on the case study above **(10 Marks)**

**QUESTION TWO**

- a) Explain the meaning of the term Website **(2 Marks)**
- b) Discuss seven types of website **(7 Marks)**
- c) Differentiate between upwards and downwards communication networks **(6 Marks)**

### QUESTION THREE

- a) Evaluate Five (5) factors that may enhance Horizontal communication in organizations. (10 Marks)
- b) Analyze Five (5) reasons why communication channel should be selected carefully (5 Marks)

### QUESTION FOUR

- a) Illustrate five reasons as to why it is important to know the background of your audience in order to communicate effectively (5 Marks)
- b) Enumerate five Advantages of computer mediated communication. (10 Marks)

### QUESTION FIVE

- a) Prepare a presentation describing the steps you would take as a job - selection interviewer before the interview to ensure the effectiveness of the entire process. (10 Marks)
- b) Describe Five key attributes of a technical Writing (5 Marks)

### QUESTION SIX

As the head of the Marketing and business development department, prepare a business marketing proposal. (15 Marks)

