

The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

**DEGREE OF BACHELOR OF MANAGEMENT AND
LEADERSHIP/BACHELOR OF COMMERCE**

UCU 200: COMMUNICATION SKILLS 11

DATE: 1ST AUGUST 2023

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 below and carefully answer the questions that follow:

INFORMATION LITERACY CHANGING LANDSCAPE

Use of the Internet has changed our life in ways that were unimaginable two decades ago. Thanks to digital technology and online communications which have been crucial skill-based methodologies for communication. On a typical day almost half (49%) of Internet users search for information related to their work, leisure activities, education, and/or health care, according to research conducted by the Pew Internet and American Life Project [1]. In the six-year period between 2002 and 2008, the percentage of users who searched for general information on the Web climbed by 69%; during the same period, the number of Internet users who searched specifically for information about health-related topics surged by 79% [2]. As everyday life becomes increasingly digitized, Internet users face new challenges as they endeavor to solve information problems.

Without a doubt, in-depth knowledge about subject matter, theory, and pedagogy are vital components of contemporary college and university-level teaching. In order to ensure the effective integration of information and communications technologies (ICT) into teaching, faculty also need an adequate understanding of and proficiency with ICT however, this is not always the case as there is a substantial generation gap between college professors and their students with regard to Internet usage, interests, and abilities. There is a measure of reluctance among university faculty regarding the use of web-based technology in the classroom , and as a result, researchers continue to underscore the need for professional development for educators at the university level University students may appear to be more comfortable in technology-intensive environments than are their professors, but it does not necessarily follow that they have the knowledge and critical thinking skills to effectively locate, filter, and evaluate information found online. It is however important that the professors embrace the use of Computer Mediated Communication (CMC). Microblogging has become an important tool which can increase classroom experience for both student and the lecturer.

Required:

- a) As a student of communication class, explain to your professor the reasons why they should embrace the use of computer mediated communication (CMC) (10 Marks)
- b) Explain Micro-blogging and discuss how students and lecturers may benefit from use of micro-blogging in enhancing classroom experience. (10 Marks)
- c) Evaluate the merits of Grapevine communication in organizations. (5Marks)

QUESTION TWO

- a) In academic writing you are expected to choose a topic first. Examine the characteristic of a good topic. (7Marks)
- b) Evaluate the Importance of Leadership in organizational communication (8Marks)

QUESTION THREE

- a) Evaluate the concept of Upward and downward communications and outline the limitations of each in organization set up. (10 Marks)
- b) Evaluate the use for internal presentations. (5 Marks)

QUESTION FOUR

- a) Discuss the main reasons why Communication is central to the entire management process in an organization (6 Marks)
- b) Discuss how you can practice public speaking before the presentation day. (9 Marks)

QUESTION FIVE

- a) Discuss the several factors you need to consider in analysing your audience (8 Marks)
- a) Evaluate the various characteristics exhibited by Technical communications (7Marks)

QUESTION SIX

- a) Discuss the six main fundamental principles of Visual design which help distinguish effective and ineffective visual presentations (6 Marks)
- b) Evaluate the strategic communication tactics for organization planning (9Marks)

