

The
Management
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 100 : INTRODUCTION TO COMMUNICATION SKILLS

DATE: 7TH 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 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:

Meera was the group leader of a discussion that included Ritu, Amit, Chawla, Priti, Hema, and Reema. The group had been requested by the school board to make some recommendations on how vandalism could be reduced in their school. Here is a transcript of their discussion:

Meera: We're trying to formulate some recommendations on what can be done to help reduce vandalism in our school. So far, our group seems to have different opinions on whether vandalism is a serious enough problem that merits really strong action. Some of us feel the problem is large and growing. Others say that a few childish pranks have been exaggerated out of all proportion by the school board. Can we, as a group, reach some agreement on whether vandalism is really a serious problem?

Ritu: Frankly, I feel that any amount of vandalism is too much. Vandalism not only destroys school facilities and property, it also lowers the quality of our education. At the high school I attended last year, some students who were mad at the librarian set fire to the library. The entire senior class, who were working on their term papers for English, had to go across town to use the public library for the rest of the semester.

Amit: And if you've...

Chawla: Ritu's experience really opens my eyes about vandalism. I never thought of it that way before. We're losing out on educational resources, which will hurt us all in the long term.

Meera: Amit, were you going to say something?

Amit: I just wanted to add that this incident shows that vandalism has spread beyond the stage of childish pranks. There's big difference between soaping windows and burning libraries. The damage done to the library cost the school ` 1,000 per student. I'm sorry to say that vandalism has become a real economic problem in our school as well. In 2000, the cost to replace school property destroyed by students was ` 30,000.

Priti: You know, it really makes me sad to think about kids who are vandals. Psychologists say these kids cause all this destruction just to get some attention, even if it's negative.

Meera: You're right, Priti, it is sad but let's get back to our original question. Do the rest of you feel, then, that vandalism is a serious enough problem in our school to require serious action?

Since no one seems to disagree, let's move on to consider what can be done to reduce vandalism.

QUESTION SIX

- a) Explain how communication is used by organizations for product training and support (6 Marks)
- b) Explain how the chairperson in a meeting handles the following: (4 Marks)
 - i) The quiet non-participating member
 - ii) The know-it-all

We might consider this question in two parts: what can the school board do about it and what can the students do about it? First, let's discuss what the school board can do.

Amit: I talked to the security officer in the neighboring district, and she said security guards had been hired to patrol the schools with the highest vandalism rate in her district. What do the rest of you think of recommending this to our school board?

Meera: I've always hated the idea of guards patrolling the school! School should be a place to learn, not a prison!

Chawla: I don't like the idea of security guards either. Most of the students aren't vandals, and they are naturally going to resent being patrolled. Besides, having security guards during the day may not help the problem at all, since all the vandalism this year has occurred at night.

Amit: Chawla, you've always got something bad to say about every suggestion! All you ever do is criticize!

Meera: Wait a minute! I think Chawla has just contributed something really very constructive. He's reminded us that most vandalism occurs at night. Maybe the best action the school board

could take would be to hire a security guard to patrol the school grounds at night.

Hema: That sounds like a good idea to me. Let's make it one of our recommendations.

Meera: Does everyone agree that asking the school board to hire a security guard to patrol the school grounds at night is a worthwhile recommendation? Since there's no disagreement, go ahead and add that to our list, Priti.

Priti: Okay, I have got it down.

Meera: Are there any more ideas about what the school board can do? Since there don't seem to be any at the moment, let's move on. What ideas can we come up with for how the students can control vandalism in our school?

Reema: I belong to the senior class service club, the Olympians. Our group could be divided into teams that could take turns monitoring the empty halls and classrooms during lunch. Even though we haven't had any daytime vandalism yet, this would be a good deterrent.

Priti: That's a great idea, Reema! And economical—the board will like that.

Hema: I'd like to expand on Reema's idea. If the Olympians patrol the grounds during school hours, there will be money for regular security guards from when school lets out at 3:00 until the time the night security comes in. We have had some vandalism during those hours.

Required:

- a) Relate five principles of effective communication to the case study

(10 Marks)

- b) Illustrate the process of communication using examples from to the case study (10 Marks)
- c) Discussion is a form of oral communication. Compare and contrast oral and written forms of communication (10 Marks)

QUESTION TWO

- a) Covid-19 pandemic has forced educational institutions to do online learning. Explain how communication skills would help to fulfill the needs of the learners. (5 Marks)
- b) Explain how communication technology contributes to the growth of a business organization (5 Marks)

QUESTION THREE

Communication can be used as a promotion tool through advertisements. Formulate and Design an advert for a company of your choice and discuss the factors you considered in formulating that advert (10 Marks)

QUESTION FOUR

- a) 'Certain patterns in communication destroy the growth of an organization'. Discuss the importance of communication as a management tool in organization (6 Marks)
- b) Illustrate by use of examples how communication is used for external communication in a business organization (4Marks)

QUESTION FIVE

- a) Do you agree with the view that "abusive conversations on the telephone do not have any impact on business"? Critique (6Marks)
- b) Discuss the major difficulties associated with effective communication (4 Marks)