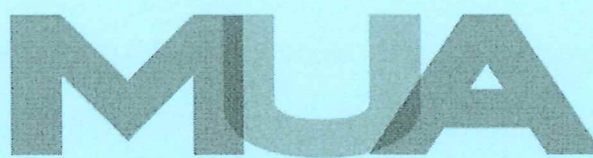


The
Management
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

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 11

DATE: 4TH DECEMBER 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 below and carefully answer the questions that follow:

THE CHANGING COMMUNICATION LANDSCAPE

The dynamics of our time indicate that the communicative needs of the world are changing at a faster rate than before. The current nature of communication is not only rich and complex in language but also the basis of cultural norms and community values. Many learning institutions suggest that the 21st Century Communication Skills should not only be perceived from the perspective of using a native language in the interaction with speakers in which speakerism and native likeness are the standards of good communication, but rather, these skills should also be contextualized in the reality of intercultural communications by considering the variety of communication needs and values of the society. The society has changed from valuing speaking skills as the main indicator of good communication to considering several other elements useful in the 21st century communications.

Advancement of technology is considered to be the most important driver of the changes in communication landscape. Information Technology has made it easier for people to connect with one another regardless of location, thus people can communicate with friends, family, and colleagues no matter where they are in the world. Technology has introduced new ways of communicating, which have made communication faster and more convenient.

The bad side of use of technology in communication is that they have led to a decrease in face-to-face communication. With the rise of smartphones and social media, people are increasingly distracted when communicating with others. This can lead to a lack of engagement and misunderstandings. The sheer volume of information available through technology can be overwhelming and can make it difficult for people to filter through and find the information they need. Despite these disadvantages technology has also revolutionized and made easy the search for information from various sources.

Required:

- a) As a student of communication evaluate the various communication skills required by the citizen of the 21st Century. **(5 Marks)**
- b) From the case above evaluate the advantages and disadvantages of Computer Mediated Communications. **(8 Marks)**
- c) Modern society has adopted several other indicators of good communication skills, public presentation still remain an important indicator in leadership communications. Examine the three main parts of a presentation that must be included for a presentation to be effective **(6 Marks)**
- d) Discuss the various types of sources from which you can gather information using technology **(6 Marks)**

QUESTION TWO

- a) Discuss the steps involved in creating a social media content plan **(7 Marks)**
- b) Describe what academic writing is and explain how it differs from personal writing **(8 Marks)**

QUESTION THREE

- a) In preparing a presentation it is important to analyze the audience first. Examine the factors you need to consider when analyzing the audience **(8 Marks)**
- b) Using examples discuss the several bad strategies you must avoid to remain effective communicator in a debate. **(7 Marks)**

QUESTION FOUR

- a) Discuss the main principles of visual designs **(6 Marks)**
- b) Evaluate the functions of the proposal in an organization **(4 Marks)**
- c) Examine the role of leadership in the organizational communications **(5 Marks)**

QUESTION FIVE

- a) Successful leadership at all levels depends on the ability of the leader to project a positive image, positive ethos, or positive charisma. Examine how these can be achieved **(10 Marks)**
- b) Examine any five functions of communication in organizational management **(5 Marks)**

QUESTION SIX

- a) Evaluate the crisis communication steps you will take in case an incidence has occurred in your organization that attracts the public **(9 Marks)**
- b) Explain emotional intelligence and discuss its key attributes **(6 Marks)**