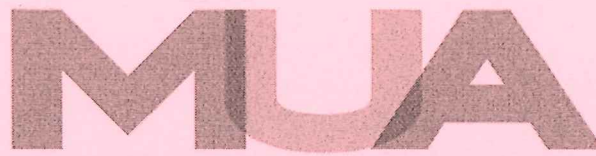


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

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

UCU 100/UCU 106/ BCM 111: COMMUNICATION SKILLS 1/ BUSINESS
COMMUNICATION

DATE: 25TH MARCH 2025

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:

One morning in November 2012, Gozazi Oil and Gas Company Limited, became cold like a graveyard. At about 9:00am, some employees carrying placards with different messages walked towards the main entrance. Some of the messages read:

“No to oppression; enough of low pay; say no to discrimination”. Customers were denied access into the company premises. Meanwhile, a meeting of top management was going on as this strike action was going on. Various news media captured the event the following day.

Gazazi Oil and Gas company organized for an internal audit. To start with, three facts finding communication audit techniques were employed namely: Interpersonal interview, structured questionnaires and focus group discussion. The finding revealed the following: First of all, these categories of employees are the lowest cadres of workers in the oil and gas industry. The highest academic qualification among them is Ordinary National Diploma (OND). Secondly, their proficiency in the use of English is poor. As a result, only a few have access to the company's email and intranet service. For this cadre of staff, the motive of management engagement sessions are to inform and not for the purpose of deliberations. Though they turn the valves that enables the flow of oil and gas, and convey the refined products to their final destination, they are often marginalized. Third and lastly, the company hires some of the employees directly, while service contractors provide others. Those directly hired by the company are managed by the company's Human Resources team, and are remunerated in accordance with the company's remuneration scheme. For those under service contracts, albeit the company have a fair rate for remunerations that are paid by the service contractors, other juicy bonuses and incentives enjoyed by direct hired workers are not included

Required:

- a) Discuss five (5) Verbal and non-verbal communication relationships experienced at Gazazi Company **(10 marks)**

- b) Write an appropriate title for the case study and explain why you have chosen the title (2 marks)
- c) Assuming you are one of the senior employee at Gazazi, prepare a press release that you will submit to the media houses (10 marks)
- d) Explain three (3) Channels of communication that can be used t Gezazi Company (3 marks)

QUESTION TWO

- a) In group meetings some of your colleagues have a habit of interrupting and arguing with the speaker, taking credit for ideas that aren't there's and shooting down ideas they don't agree with. You are the newest person in the group and not sure if this is accepted behavior in this company but it concerns you both personally and professionally. Should you go with the flow and adopt their behavior or stick with your own communication style, even though you might get lost in the noise? In two paragraphs, explain the pros and cons of both approaches (10 marks)
- b) Illustrate any five work place barriers to effective communication (5 marks)

QUESTION THREE

TELEPHONE AND VOICE MAIL

Late on a Friday afternoon, you learn that the facilities department is going to move you, your computer, your desk and all your files to another office first thing Monday morning. However, you have an important client meeting scheduled in your office for Monday afternoon. And you need to finalize some contract details on Monday morning. You simply can't lose access to your office at this point and you are more than a little annoyed that your boss didn't ask you before approving move. He has already left for the day but you know he usually checks his voice mail over the weekend so you decide to leave a message asking him to cancel the move or at least call you at home as soon as possible. Using the E-mail guidelines and phone etiquette, plan your contact

number (use your lecturer's number or email) and make up any other details you need for the call.

Prepare a written message of not more than 120 words the message you will send to your boss. (15 marks)

QUESTION FOUR

- a) Explain using illustrations **five (5)** behaviors that inhibit the listening process (5 Marks)
- b) Examine **five (5)** factors you would consider when deciding on which newspaper in Kenya you would advertise a job vacancy in your organization (10 Marks)

QUESTION FIVE

- a) Explain the term circular (1 Mark)
- b) Differentiate between the following terms as used in the business communication
 - i) An authentic self-presentation and tactical brand (2 marks)
 - ii) Listening and hearing (2 marks)
- c) Illustrate the Categories of nonverbal communication (10 Marks)

QUESTION SIX

- a) Describe what happens in each of the **Five (5)** stages of an Interview (5 Marks)
- b) Illustrate using relevant scenarios how an organization can ensure the 7Cs of effective communication are achieved. (10 Marks)