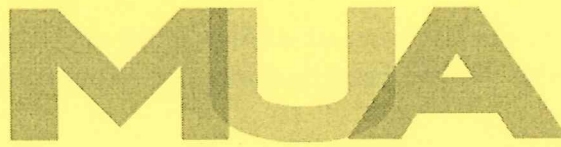


The
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 101: SOCIAL 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

A) Social media has been identified as the most effective way of communication in the world. Explain benefits that accrue from the same. **(10 MARKS)**

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

TECHNOLOGY SEARCH ENGINES

BACKGROUND In October 2015, Stanley consolidated two separate web properties of the Stanley brand into one site. This process was designed to mitigate traffic disruption and improve traffic and increase results from organic search. The migration was managed by Digital River with the organic search strategy, execution, and tracking supported by the Bright Edge platform.

A large focus of the migration was on limiting any negative impact to the organic channel: reductions in organic traffic, organic revenue, total keyword presence in the Search Engine Results Pages or total pages indexed by the Search Engines. There was an understanding that removing a product category from the site would most likely lead to a decrease in all categories, but that through careful planning this decrease could be minimized.

Multiple data points were used to track the progression of the Stanley site over time to ensure goals and expectations were met. All of this was achieved through the detailed process of mapping, planning, auditing and information sharing at regular intervals over the months prior to launch, and now exists as an outline for how a typical migration and redesign can benefit from a focus on the organic channel during such a time. In September, roughly 50% of all keywords for the Shop Stanley commerce site were crossovers from the Stanley Merchandising site. Out of all of the keywords unique to Shop Stanley, less than 25 ranked on the rest. This meant that the additional keywords the new Stanley store ranked for on the rest page of Google were new terms and not just previously ranking terms from the Shop Stanley site. Those rest-page term increases totalled a 77% lift in just the rest month, and by the end of December, a 156% total keyword increase was achieved versus October.

Required:

- i. Explain how the process of movement was carried out successfully. (6 MARKS)
- ii. Identify problems that faced the organic channel (6 MARKS)
- iii. Elucidate four outcomes that emerged after the whole process of migration (8 MARKS)

QUESTION TWO

- a) Social media has proved to be the best way to socialize, reason five hitches that are evident in the society caused by social media. (5 MARKS)
- b) In brief discuss any four characteristics of emotional intelligence. (5 MARKS)

QUESTION THREE

- a) Conflicts can be devastating, clarify techniques one can use to solve such encounters. (6 MARKS)
- b) Anger is inevitable, discuss two ways one can use to overcome such (4 MARKS)

QUESTION FOUR

- a) Discuss five crucial essentials that constitute responsible behaviour (5 MARKS)
- b) Careful elucidate characteristics of social skills (5 MARKS)

QUESTION FIVE

- a. List any five significance of working as a group (6 MARKS)
- b. Differentiate coaching from mentoring (4 MARKS)

QUESTION SIX

- Examine group development stages (10 MARKS)

