



GRETSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY – APRIL 2021 SEMESTER**

**CERTIFICATE IN INFORMATION
TECHNOLOGY/BUSINESS MANAGEMENT**

COURSE CODE: GUCC 006/CSWC 004

COURSE TITLE: BASICS IN COMMUNICATION SKILLS

DATE: 07 MAY 2021

TIME: 3:00 PM – 5:00

PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) Internal communication is very important in any organization. Explain five importance of internal communication [5 Marks]
- b) With a well-illustrated diagram, describe the process of communication [10 Marks]
- c) What is brevity in communication and how does one achieve brevity [5 Marks]
- d) You have been invited by the Vice Chancellor (VC) to give a speech on a certain topic you best in. What are some of the qualities the VC saw in you to qualify as a good speaker?[5 Marks]
- e) As a speaker giving out a speech you notice that people aren't on the same page with you during the talk. What are some of the barriers hindering the communication and as a good speaker how can you overcome these barriers? [10 Marks]
- f) Give purpose/objectives of effective communication [5 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Distinguish between a formal meeting and an informal meeting [10 Marks]
- b) Formal meetings are basically "juiced" by some documents which are of importance during the meeting. What are some basic documents that can be prepared for the meeting? [10 Marks]

QUESTION THREE

- a) We can communicate an idea around the world in 70 seconds, but it sometimes takes years for an idea to get through a human brain. This statement refers to poor listening skills.
 - i. Briefly explain how a receiver can make the work of a presenter effective [5 Marks]
 - ii. What are the possible barriers to listening [5 Marks]
- b) You have been an employee of Gretsia University. Dozer Constructions Company has offered you a better job. Write an appropriate letter to your current boss informing him about this [10 Marks]

QUESTION FOUR

- a) A week before the end of semester examinations, Mary went to her boyfriend's room and found a notice on the door, "Brains at work". Assuming he was revising, explain the steps for effective revision for an examination. [10 Marks]
- b) Quoting relevant examples, identify five business situations in which good listening skills would be particularly significant. [10 Marks]

QUESTION FIVE

- a) To be able to effectively use a library, one needs to know the functions of each section. Name and briefly explain five sections of a modern library. [10 Marks]
- b) "Fear of Public speaking is believed to be the most common phobia in the world". As a presenter of the above-mentioned talk. Explain the methods you will apply to overcome this fear [10 Marks]