



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY – APRIL 2021 SEMESTER**

### **DIPLOMA IN INFORMATION TECHNOLOGY/DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: GUCC 011**

**COURSE TITLE: EFFECTIVE COMMUNICATION SKILLS**

**DATE: 10 MAY 2021**

**TIME: 3.00 PM – 6:00 PM**

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#### **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) You have been invited for a job that you were really perusing. Explain some non-verbal communication signals that you may use to convince your interviewers that you the best suitable candidate for the post. **[5 Marks]**
- b) Write a memo to, the staff supervisor, about the changes made in the company and ask the administration to ensure that all its staffs follow the rules **[10 Marks]**
- c) Identify five reasons that would hinder a prospective employer from hiring an interviewee inspite of having all the required Educational Qualifications. **[5 Marks]**
- d) Demonstrate any five advantages of listening **[5 Marks]**
- e) Critically examine the communication process with reference to the Linear Model **[10 Marks]**
- f) For Grets University to grow and have a good flow of communication, there MUST be a good internal communication. Explain the importance of internal communication in an organization **[5 Marks]**

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **QUESTION TWO**

- a) In business, personnel prefer to use a face-to-face communication when addressing or rather dealing with the staffs. Explain the importance of a face to face **[15 Marks]**
- b) What are the essentials of effective business letter? **[5 Marks]**

### **QUESTION THREE**

- a) How does one achieve brevity in communication **[5 Marks]**
- b) Identify key areas effective communication can be applied **[15 Marks]**

### **QUESTION FOUR**

- a) Profits and losses are so common for any existing company. AMKA TWENDE has been experiencing some losses and therefore hired you as a specialist to come and investigate in the matter and required to give a report on why they are experiencing losses. Come up with a systematic procedure on writing a report **[15 Marks]**
- b) Give five importance of reports **[5 Marks]**

### **QUESTION FIVE**

You are in your final year at Grets University and you in the process of writing your final project paper. Describe five methods you would use to collect data for this report. **[20 Marks]**

