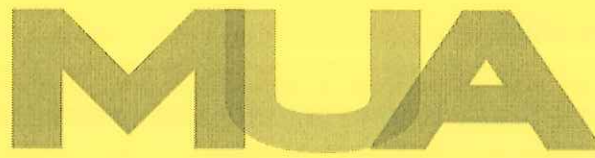


The
Management
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DIPLOMA UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DIPLOMA COMMON UNIT

DCU 100 : INTRODUCTION TO COMMUNICATION SKILLS

DATE: 7TH AUGUST 2018

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

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

Communication is the process of sharing our ideas, thoughts and feelings with other people and having those ideas, thoughts, and feelings understood by the people we are talking with. When we communicate, we speak, listen, and observe. The way we communicate is a learned style. As children, we learn from watching our parents and other adults communicate. As adults, we can learn to improve the way we communicate by observing others who communicate effectively, learning new skills, and practicing those skills.

One of the first steps in developing a basic understanding of communication is coming up with a definition of the word "communication". Even though we communicate constantly, scholars have not always agreed on their definition of communication.

Although communication is a too complex a process to sum up in a short definition, there are several characteristics shared by all communication. As a process, communication exists in time and changes constantly; we cannot study it as we might study a rock, which remains unchanged as we take our time to analyze it.

To study it well, an observer must be sensitive to the many things occurring at the same time. Considering communication as a process rather than a product means we have to do more than simply analyze the outcome of a communication event.

Required:

- a. Make brief notes on the following forms of communication. **(4 Marks)**
 - i. Written communication
 - ii. Verbal communication
- b. Differentiate between formal and informal channels of communication in organizations. **(10 Marks)**
- c. Explain the factors to consider when selecting visual aids. **(10 Marks)**

- d. Outline THREE components that make up the communication process.
(6 Marks)

QUESTION TWO

Marketing professionals use persuasive techniques to influence others in their external aspects of communication strategies. Discuss. (10 Marks)

QUESTION THREE

- a) Promotions can take a variety of formats, from one-on-one sales pitches and in-store promotions to mass media campaigns. Explain how communication is used as a tool of promotion. (6 Marks)
- b) Discuss the meeting documents required when preparing for a meeting (4 marks)

QUESTION FOUR

- a. For success of the problem-solving meetings, the leader's attitude and efficiency-from the beginning statement through the entire discussion-are critically important. Clearly explain FIVE important roles of a chairperson in a meeting. (5 Marks)
- b. Differentiate between formal and informal meetings. (5 Marks)

QUESTION FIVE

- a. Explain the factors that contribute to the grapevine phenomenon in organizations. (6 marks)
- b. Make brief notes on the following elements of non-verbal communication. (4 Marks)
- i. Clothing
 - ii. Haptics

QUESTION SIX

a) New generations of communications technologies have been introduced and they are consistently changing the way we communicate worldwide. Discuss.

(5 Marks)

b) Discuss the role of communication as a management tool in organizations

(5 marks)