

TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION

DIPLOMA IN BUSINESS ADMINISTRATION

DIPLOMA IN ACCOUNTANCY

DIPLOMA IN PROCUREMENT AND MATERIALS MANAGEMENT

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

DIPLOMA IN FRONT OFFICE OPERATIONS

DIPLOMA IN BUSINESS MANAGEMENT

BMC 2107: COMMUNICATION SKILLS

END SEMESTER EXAMINATIONS

MAY 2016 SERIES

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions
- Answer question **ONE (Compulsory)** and any other **TWO** questions
- Do not write on question paper

QUESTION ONE

- a) Briefly explain the meaning of the following terms and expressions:
- (i) Interpersonal communication
 - (ii) Non-verbal cues (4 marks)
 - (b) Describe four qualities of a good advertisement. (8 marks)
 - (c) Oral communication can be beneficial to any aspiring organization. Explain 3 merits of this mode of communication. (6 marks)
 - (d) As the Operations Manager of ABC Company Ltd, you have been requested to carry out an investigation on causes of high employee absenteeism. Write the report. (12 marks)

QUESTION TWO

- (a) Write short notes on: “grapevine communication” (10marks)
- b) Explain five effective communication skills that would be applicable to enhance group effectiveness. (10 marks)

QUESTION THREE

- a) Give meaning of the following terms: (6 Marks)
- (i) Minutes
 - (ii) Negotiation
- b) With the help of an illustration, describe an agenda. (14 marks)

QUESTION FOUR

- a) Briefly explain the limitations of vertical pattern of communication. (10 marks)
- b) Explain five effective techniques that would be applicable in enhancing listening skills. (10 marks)

QUESTION FIVE

With the help of an illustration, explain the elements of the communication process. (20marks)