



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

FACULTY OF BUSINESS AND SOCIAL STUDIES

DEPARTMENT OF LIBERAL STUDIES AND COMMUNITY DEVELOPMENT /

DEPARTMENT OF HOSPITALITY & TOURISM

CERTIFICATE IN COMMUNITY DEVELOPMENT AND COUNSELING

CERTIFICATE IN CATERING

CERTIFICATE IN TOUR & TRAVEL OPERATIONS

(CCDC J10/ CC J10/ CTTO J10)

END OF SEMESTER EXAMINATION

APRIL/MAY 2010 SERIES

: COMMUNICATION SKILLS

TIME: 2 HOURS

Instructions to Candidates

1. This paper consists of **TWO** Sections **A** and **B**.
2. Answer **ALL** Questions on Section **A**.
3. Answer **ANY TWO** Questions in Section **B**.

SECTION A
(COMPULSORY)

QUESTION ONE

- (a) How does communication raise productivity in the work place? (2 Marks)
- (b) What is the significance of passing and receiving of information in organizations? (2 Marks)
- (c) Briefly discuss **FOUR** media of communication. (8 Marks)
- (d) How does distortion occur in the communication process? (4 Marks)
- (e) Differentiate between feedback and response. (4 Marks)
- (f) What is grapevine? (2 Marks)
- (g) Why is grapevine not encouraged in organizations? (2 Marks)
- (h) Briefly discuss **THREE** barriers caused by external factors within the organization. (6 Marks)

SECTION B
(Answer any **TWO** Questions)

QUESTION TWO

- (a) Briefly discuss **SEVEN** general barriers that lead to communication breakdown. (14 Marks)
- (b) Define the following:
 - (i) Letterhead
 - (ii) Salutation (4 marks)
- (c) What is the purpose of a subject heading in a business letter? (2 Marks)

QUESTION THREE

- (a) When does one use the initials PS in a letter? (2 Marks)
- (b) Explain **TWO** features of a Fully-blocked style of writing which make it popular with typists. (4 Marks)
- (c) Briefly discuss **THREE** principles to keep in mind when writing letters of any kind. (6 Marks)
- (d) Define a Memo. (2 Marks)
- (e) Differentiate between an A5 and A4 Memo. (4 Marks)
- (f) Why should memos not be used to convey confidential information? (2 Marks)

QUESTION FOUR

- (a) What is a ping-pong memo? (2 Marks)
- (b) Briefly discuss **TWO** advantages of a ping-pong memo. (4 Marks)
- (c) Briefly discuss **THREE** key areas which must be carefully thought about to make notices effective. (6 Marks)

- (d) What are particular items in a meeting? (2 Marks)
(e) Briefly discuss **THREE** categories of particular items. (6 Marks)

QUESTION FIVE

- (a) What is the key ingredient of good decisions? (2 marks)
(b) Briefly discuss **FIVE** methods of collecting data. (10 marks)
(c) As a way of communication, advertising performs a variety of tasks, discuss these tasks. (8 marks)