



**THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***FACULTY OF BUSINESS AND SOCIAL STUDIES***

**DEPARTMENT OF LIBERAL STUDIES AND COMMUNITY DEVELOPMENT**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

**DIPLOMA IN COMMUNITY DEVELOPMENT AND COUNSELING**

**DIPLOMA IN TOURISM MANAGEMENT**

**DIPLOMA IN HOTEL MANAGEMENT**

**(DCDC J10/ DTM J10/ DHM J10)**

**END OF SEMESTER EXAMINATION**

**APRIL/MAY 2010 SERIES**

**DCD 117: COMMUNICATION SKILLS**

**TIME: 2 HOURS**

**Instructions**

1. This paper consists of **FIVE** Questions.
2. Question **ONE** is **COMPULSORY** and carries **30 Marks**.
3. Answer any other **TWO** Questions.
4. You must answer **ONLY THREE** Questions in Total.
5. Remember to write your particulars clearly on the answer booklet.

### **QUESTION ONE**

- (a) Either write a report based on educational trip you recently participated on and justify why future trips outside Mombasa town are necessary. **(30 Marks)**

Or

Write a Curriculum Vitai (CV) following the recent advert on the Kenya Times job opportunities column that requires a CV to be attached with an application letter. Write only CV. **(30 Marks)**

### **QUESTION TWO**

- (a) State the use of communication by management in an organization. **(10 Marks)**
- (b) Briefly explain the communication media you would use to market Liberal Studies/Hospitality to the outside public. Justify your choice of media. **(10 Marks)**

### **QUESTION THREE**

- (a) Briefly discuss the importance of internal communication in an organization. **(10 Marks)**
- (b) What are some of the external barriers to effective communication that might affect an organization? **(10 Marks)**

### **QUESTION FOUR**

Discuss the advantages and disadvantage of the following channels of communication.

- (1) Vertical communication.  
(2) Grapevine communication.

**(20 Marks)**

### **QUESTION FIVE**

You want to initiate an income generating project in a community that is facing abject poverty coupled with ignorance. State aspects of principles of communication you would use to mobilize the community and convincing them of the necessity of the project. **(20 Marks)**