



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

FACULTY OF BUSINESS AND SOCIAL STUDIES

DEPARTMENT OF LIBERAL STUDIES AND COMMUNITY DEVELOPMENT

CERTIFICATE IN COMMUNITY DEVELOPMENT AND COUNSELING CCDC J010

END OF SEMESTER EXAMINATION

APRIL/MAY 2010 SERIES

: COMMUNICATION SKILLS

TIME: 2 HOURS

Instructions to Candidates

1. Answer **ALL** Questions on Section **A**.
2. 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). Salvation (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)