



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

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

(30 Marks)

- (a). Write Either an application letter requesting for a vacancy in the recently advertised job in the Nation Newspaper dated 19/02/2010. **(30 Marks)**
- or
- (b). Write an outline of a public speech, assuming you have been invited by Mombasa Polytechnic University College to deliver speech on “The Role of Youth in Economic and Political Development in Kenya”. **(30 Marks)**

Question TWO

Why do you think it is important for an organization to use both upward and downward flow of communication? **(20 Marks)**

Question THREE

Briefly discuss some of the internal barriers to effective communication in an organization. **(20 Marks)**

Question FOUR

If you were a manager in a busy organization championing Vision 2030, explain how you would use the following channels of communication to achieve organization objectives.

- (i). Suggestions systems
- (ii). Questionnaire
- (iii). Ombudsperson
- (iv). Open door policy

(20 Marks)

Question FIVE

Distinguish between written communication and spoken communication. **(20 Marks)**