



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

Or

Write a Curriculum Vitea (CV) following the recent advert on the Kenya lines 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.

- (i). Vertical communication.
- (ii). Grapevine communication. **(20 Marks)**

Question FIVE

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