



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

KWALE CAMPUS

DIPLOMA

(DMP/R 1,)

DPMM/DHRM/DBM/DLTM/DMLS/DPT/DA/DMED/DMAC/DG/DICT/DCHM/DHIM/D
HM/DBA/DARC/DBCE/DEE)

BMC 2107: COMMUNICATION SKILLS

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **Two** questions in Section **B**.

This paper consists of Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
 - i) Principles/of effective communication.
 - ii) Grapevine
 - iii) Interpersonal communication
 - iv) Minutes
 - v) Channel(10marks)
- b) List any THREE forms of oral communication. (3marks)
- c) State and explain any FIVE factors to be considered when selecting a communication channel. (5marks)
- d) Write down THREE advantages of good writing skills. (3marks)
- e) State FIVE importance's of communication. (5marks)
- f) Distinguish between formal and informal channels of communication. (4marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) You have been invited for an interview by one of the reputable firms in Mombasa. How would you conduct yourself during the interview? (10 marks)
- b) Discuss with examples, the skills of effective speaking. (10 marks)

QUESTION 3

- a) Discuss FOUR disadvantages of grapevine communication. (10marks)
- b) Explain the importance of upward communication in an organization. (10 marks)

QUESTION 4

- a) State and explain the levels of listening. (10marks)
- b) Describe any FIVE roles of a Public Relations Officer in an organization. (10marks)

QUESTION 5

- a) Describe any THREE barriers to effective communication. (6marks)

- b) Explain the THREE features of a good paragraph. (3marks)
- c) Explain any FIVE functions of a chairman in a meeting. (10marks)