MURANGA UNIVERSITY COLLEGE

(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

UNIT CODE: SBE 1111: **UNIT TITLE: COMMUNICATION SKILLS.**

DATE: 18th AUGUST 2015. **UNIVERSITY EXAMINATION** **TIME: 2HRS**

MAIN EXAM: MAIN CAMPUS

Instructions: Answer Question 1 and Any Other Two.

1a) Highlight any two factors that could make a receiver fail to understand a message. **(4marks)**

b) The company you work for as assistant manager has recently advertised the post of a manager. Write an application **(10marks)**

c) State circumstances under which written communication is appropriate. **(6marks)**

d) Using examples, distinguish between scanning and skimming **(6marks)**

e) State two advantages of note making **(6marks)**

2a) Distinguish clearly any four types of essays **(10marks)**

b) Explain five parts of a report **(10marks)**

3 a) Explain any three specific barriers to effective communication and how to overcome them

(14 marks)

b) State and explain three reasons why an organization may use memos **(6 marks)**

4a) Discuss essential principals applied for effective communication to take place **(14marks)**

b) State six characteristics of a good speech **(6marks)**

5a) Clearly distinguish any five types of interviews. **(10Marks)**

b) Discuss advantages and disadvantages of grapevine communication. **(10Marks)**

MARKING SCHEME

1a) noise

Language

Poor channel

b) Application letter

- Two addresses
- Date
- Salutation
- Reference must be underlined
- Content
- Signing off

c) Written communication
- when there it need for reference
- formal communication
- confidential message

d) **Scanning** - This style or technique is used when you are looking for a name, definition or any other specific piece of information in a text like a house in classified ads, addresses or phone in a directory, an important concept, information for a research essay in a library catalogue, table of content, index page etc. In using the technique you move your eye quickly over the page to find particular words or phrases that are relevant to specific information you are looking for.

While scanning, a good reader should first:
- ➢ Ensure that the text he/she is scanning is the correct text and that he/she knows precisely what he is looking for.
- ➢ Try to determine the text structure or its style of arrangement, i.e. clues or signals which can assist in understanding the text pattern.
- ➢ Scan with speed without reading extraneous or irrelevant material.

Skimming - In this technique you read quickly through a text in order to get a grip of the main ideas or general information about the text. In using this technique you intend to get a general grasp of ideas presented by the author, This technique is useful when:

        i) Trying to decide if a book in library is useful or right for your studies. .

        ii) Previewing books or texts before detailed reading.

        iii) Refreshing your understanding of a text after you have read it **in** detail.

e)Note making

- Helps to concentrate
- One learns and understands by translating what you're studying
- Helps one assess information
- Helps one to think about the subject

2a).Types of essays

- descriptive essay
- argumentative
- expository
- narrative

b) Parts of a report

- heading
- terms or reference
- data collection methods
- findings
- recommendations
- conclusions

3a) barriers to effective communication

- Differences in opinion
- Jumping to conclusion
- Stereotyping
- Lack of interest
- Difficulties with expressions
- Emotions
- Personality
- Lack of knowledge
- ✓ Any relevant solution

b)Use of memos
- ✓ to delegate responsibilities
- ✓ request for information, action or reaction
- ✓ communicate company's procedures , policies and instructions
- ✓ transmit data
- ✓ reminders
- ✓ advise

4a)Principles of communication

- Conciseness
- Correctness
- Clarity
- Completeness
- Consideration
  - **b)** Consistency Characteristic of a good speech
  - Should be memorable
  - Should be as short as possible
  - Appropriate to audience
  - Should be positive
  - Should be interesting

5a).Types of interview

- Unstructured interview
- Behavioral interview
- Situational interview
- Disciplinary interview
- Appraisal interview

b. Advantages of grapevine communication

- creates social bond where none-existed
- teams become more cohesive when members talk to one another outside the project or assignments
- it fills a gap that is left when official information is missing

Disadvantages

- There are some intrinsic dangers in by passing the organizational channels to get facts of the matter.
- Much of the information that gets spread is not verified

- .It is used to spread rumors