

COURSE CODE : COMM 111
COURSE TITLE : COMMUNICATION SKILLS

INSTRUCTIONS

- *Answer Question ONE in section A is compulsory.*
- *Answer one question from section B and section C*

SECTION A

Question 1

- a) As we communicate orally with each other almost all the time, often in a relaxed social context with friends and relatives, we perhaps fail to realize just how complicated the process is. Summarize the oral communication process.
(5marks)
- b) Describe the effective telephoning techniques during, before and after calling that any organization can use in improving telephone communication.
(6marks)
- c) Describe, using examples, the way in which contextual aspects of a situation can influence communicative behaviour. (2marks)
- d) The interactive process model of communication is advancement on the linear transmission model and addresses some of its inadequacies. With examples, explain this assertion. (6marks)
- e) There can be no fixed rules about the style of language which is appropriate for an internal memo, it will depend on several factors. Briefly explain these factors. (3marks)
- f) What are the benefits of active listening in a classroom situation? (2marks)

g) Explain the difference between the reading techniques, scanning and skimming.
(2marks)

h) Explain four factors that influence our understanding of non-verbal communication in our day-to-day daily interactions.
(4marks)

SECTION B

2. You are preparing for Comm 111: Communication skills presentation at the end of the semester. As the head of your group, advise members on:

a) How to prepare adequately for the presentation. (5marks)

b) How to overcome stage fright. (5marks)

c) Methods of delivering the presentation. (3marks)

d) Use of visual aids in the presentation (3marks)

e) Opening and closing of the presentation (4marks)

3. Meetings are an important function in any business for information sharing, selling ideas, decision making and training. To help ensure the success of a meeting a suitable room environment is required including the appropriate seating layout and availability of any audio/visual aid equipment.

Provide a diagram of your suggestion of a different room layout for each of the following types of meetings together with your reason for selecting them.

a) i) A sales manager and a small group of sales staff discussing and developing techniques for the launch of a new product.

ii) The Board of Directors addressing a large gathering of shareholders at an annual general meeting.

- iii) A committee meeting of a company's sports and social club.
- iv) A practical training course for 12 staff on the use of new software package.

(12marks)

- b) The way in which organizations have developed, have resulted in the meeting being used more frequently for making decisions and problem solving. Discuss this assertion.

(10marks)

SECTION C

- 4. Over the past year a number of accidents have occurred in the warehouse of a packaging and supply company. These have caused serious concern to the staff, management and unions.

The health and safety committee has discussed the problem and has concluded that many accidents have been caused by the carelessness of staff and them not following the company's safety regulations.

Prepare a memo (memorandum) to the staff reminding them of the safety procedures designed to safeguard their health and stating that staff will be severely reprimanded if they are caught not wearing the supplied safety clothing and not obeying safety procedures.

(20marks)

- 5. Prepare a Curriculum Vitae (CV) for a person (not necessarily yourself) who you can assume has several years experience of working in an area of your choice. This CV must be in a form that can be used to support a job application and should contain details of the person's achievements and interests.

(20marks)

6. Assume that you are the leader of a team developing a complex software project for a client. There have been difficulties with the client changing their requirements and with the long-term illness of some of the team members. As a consequence of these problems the project is running about three months late.

Your manager has just received a letter of complaint from the client indicating a lack of confidence in the completion of the project. You are asked to write a letter in reply stating the facts of the situation explaining the reasons for the delay and the actions that you have taken to ensure the successful completion of the project.

Note: Use fully blocked letter layout and close punctuation.

(20marks)