



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

**FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR THE
DEGREE OF BACHELOR OF SCIENCE IN INFORMATION AND
COMMUNICATIONS TECHNOLOGY**

MAIN CAMPUS

CIM 105/CIT 105/AEN 105: COMMUNICATION SKILLS

Date: 23rd February, 2018

Time: 8.30 - 11.30 am

INSTRUCTIONS:

- Answer ALL questions in SECTION A and any other TWO from SECTION B
- Write your registration number on all sheets of the answer book used.
- Use a NEW PAGE FOR EVERY QUESTION attempted, and indicate number on the space provided on the page of the answer sheet.



Case study

Sandra, a focused and energetic 41 year old chiropractor had just self-published her first book. She consulted me to learn how to speak with ease and confidence about her work at book launches and networking events. She confessed, one day she would like to get paid for speaking professionally. Sandra was already a reasonable speaker but lacked the "personal touch". She realized her inability to connect heart to heart, meant no real engagement and therefore no sales.

With further investigation we identified two main issues: Sandra felt no joy in public speaking – it was a chore to be whizzed through and "ticked off" and Sandra was uncomfortable with holding eye contact in groups – she was scared of seeing a lack of interest reflected back to her.

After coaching Sandra in non verbal rapport-building techniques, I challenged her to undertake a 2 week exercise to make an intention to be 100% with every one she came into contact with and to sustain a gentle eye gaze a little longer than usual. She was dubious but willing to give it a go – "as long as it didn't take too long."

Sandra reported a moment of pivotal learning for her: She went into a bread shop as she did every Saturday morning to buy a baguette. She decided to be 100% with the "bread-guy". She made her intention as she walked in, planted her feet, looked at him with her whole body and said, wait for it, "I'd like a baguette please" while offering a gentle gaze. Well, the bread-guy stopped still, looked her in the eye and said, "Let me get you a good one". He carefully selected the best baguette for her. Now, every Saturday Sandra enjoys buying from the bread-guy who she now knows is called Brad, instead of ticking it off as yet another chore. Sandra realized "the personal touch" even with a stranger takes only seconds and yields ongoing benefits.

If a simple change in behaviour led Sandra to enjoy connecting with 1 person, let's see what happened when she multiplied it to connecting with many. We next spent some time creating the essential message of what she wanted to say at launches and events. Sandra used these events to practice creating trust and rapport on a very personal level. Slowly she started to relax into enjoying herself and began to make an impact whenever she spoke.

A year later Sandra emailed me to say: "Wow, I had no idea it was possible to enjoy public speaking. I now grab every opportunity to speak!" Book sales are steady and she's now self-published her second title. She's also just been asked to be a keynote speaker at a small health conference for the first time next year. Sandra found joy in public speaking and the surprising opportunities it brings to life.

QUESTION 1

- a) What were the main challenges Sandra was experiencing with public speaking. Justify your answers by citing Points in the case study (8 Marks)
- b) Point out **FOUR** ways the writer helped Sandra overcome her public speaking challenge (8 Marks)
- c) Outline **FOUR** key personal qualities that a good facilitator / trainer should possess. (4 Marks)
- d) Highlight **THREE** non-verbal Sandra used this case study that worked in her favour. (6 Marks)
- e) Identify **FOUR** Ps of Presentation Skills that Sandra has utilized in this case study (4 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS **{20 MARKS EACH}**

QUESTION 2

Janet is keen on becoming a trainer but has received a poor results following a major assessment with the following remarks: Poor listening skills, weak questioning techniques, weak reading skills and poor facilitation skills.

- a) Describe **FIVE** characteristics Janet should adopt in order to be considered a good listener (5 Marks)
- b) Highlight **FOUR** questioning techniques she should utilize, provide suitable examples (4 Marks)
- c) Explain **FOUR** reading techniques that Janet should use giving relevant examples (4 Marks)
- c) Point out **THREE** roles Janet play and **FOUR** crucial skills she should acquire in order to be considered a competent facilitator (7 Marks)

QUESTION 3

Communication is the backbone to effective transmission of messages and execution of duties in an office setting.

- a) Discuss **FIVE** methods of communication one can use to ensure that they correspond with any audience successfully. (10 Marks)
- b) Describe **FIVE** key factors one needs to consider when choosing the appropriate medium, providing suitable examples to support your points. (10 Marks)

QUESTION 4

- a) Compare and contrast any **TWO** methods used to collect data. Explain the strengths and weaknesses of each method. (10 Marks)
- b) Outline **FIVE** methods you can use to ensure that you communicate your message to any audience successfully (10 Marks)

QUESTION 5

Reports should be well-written, clearly structured and expressed in a way that holds the reader's attention and meets their expectations. The true value of the research may be assessed through a report since the written report may be the "only tangible product of hundreds of hours of work.

a) Explain the contents and relevance of each of the following parts that are found in a report:

i) Executive Summary

ii) Body

iii) Appendices

(12 Marks)

b) Outline FOUR major differences between a report and an essay

(8 Marks)

End of Exam