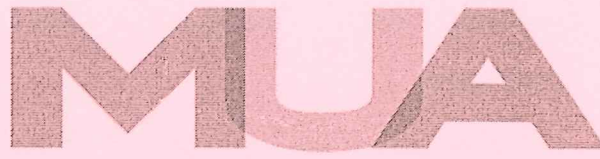


The
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 100 : COMMUNICATION SKILLS

DATE: 25TH JULY 2021

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **FOUR** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet **provided**.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

COMMUNICATION

According to Denis Mc Quail, communication is a process, which increases, commonality - but also requires elements of commonality for it to occur at all. A common language, for instance, does not necessarily bring people together. There are other factors too at play such as a shared culture and a common interest, which bring about a sense of commonality and more significantly, a sense of community. Denis Mc Quail sees '**human communication**' in linear terms as the sending of meaningful messages from one person to another. These messages could be oral or written, visual or olfactory. He also takes such things as laws, customs, practices, and ways of dressing, gestures, buildings, gardens, military parades, and flags to be communication

We all live in the Internet society, whether or not we spend time online. For most people the convenience of email, cell phones, and voice mail has proved irresistible, but many are experiencing the downside of cyber vulnerability. Expanding technology capabilities make it possible for information to be shared globally with little effort, with or without the information owner's knowledge.

Despite the passage of federal legislation and additional state laws designed to enhance and strengthen electronic privacy, most people feel they have less privacy today than ever. According to a Harris poll, 69 percent of Americans believe they have lost all control over personal information. Various privacy protection services have sprung up in recent years to provide individuals with some security. Workplace privacy has also become an area of concern, as computer monitoring and surveillance capabilities expand. According to a recent employer survey, 43 percent of companies monitor external and internal emails, and 50 percent monitor Internet connections. The data shows that more than one-quarter of employers surveyed have fired employees for misusing email, and almost one-third have fired employees for misusing the Internet.

George Orwell, in his classic novel 1984, described what many believe to be the ultimate in privacy shattering totalitarianism as he offered a foreboding look at future society. In his fictitious account “. . . there was of course no way of knowing whether watched at any given moment. . . It was even conceivable that they watched everybody all the time. . . . You had to live—did live—from habit that became instinct in the assumption that every sound you made was overheard, and, except in darkness, every movement scrutinized.” We have now advanced technologically to the point that, if desired, such surveillance is easily possible, even in darkness.

An important aspect of technology is its seductive power: If a technology exists, it must be used. Experts in the area of individual privacy have suggested three key aspects in the ethical management of information and protection of privacy: As firms around the world face problems of decreasing productivity, faltering product quality, and worker dissatisfaction, work teams are seen as a way to help firms remain globally competitive. Decentralized decision making enables teams of people to communicate in a peer-to-peer fashion, rather than following traditional lines of authority, and new technologies give employees the ability to communicate easily and openly with one another and with those outside the firm.

Required:

- a) According to the case study, a common language, for instance, does not necessarily bring people together. Discuss the C's of communication that allow for effective communication **(10 Marks)**
- b) In reference to the case study, explain how technology has changed workplace communication? **(10 Marks)**
- c) Identify and explain disadvantages associated with Business Communication Technology in the world today as portrayed in the case study **(10 Marks)**

QUESTION TWO

- a) Highlight six elements of the communication process model **(3 Marks)**
- b) Explain disadvantages associated with formal communication **(7 Marks)**

QUESTION THREE

Discuss any five non-verbal communication indicators of active listening **(10 Marks)**

QUESTION FOUR

- a) Explain four factors that one considered in selection a medium of communication **(4 Marks)**
- b) Explain three strategies that a chairperson could utilize to ensure that the meeting productive **(6 Marks)**

QUESTION FIVE

Communication serves a critical role in the management function in business organization. Discuss five ways in which communication serves a tool of management. **(10 Marks)**

QUESTION SIX

- a) Explain the importance of external communication to a business organization **(5 Marks)**
- b) Explain why promotion is an important function of communication **(5 Marks)**