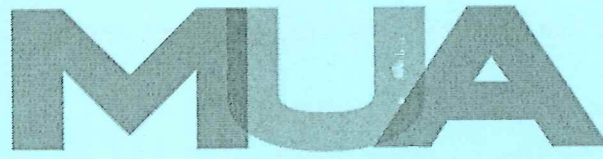


The
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DIPLOMA UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DIPLOMA COMMON UNIT

DCU 100 : COMMUNICATION SKILLS

DATE: 28TH MARCH 2022

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:

BUSINESS COMMUNICATION

Business communication can be defined as the process of sharing information among business professionals, prospective customers, and affiliates who are associated with an organization. The essential skills of business communications are currently in demand and highly required for the workforce for the modern workforce. To be an effective communicator is to have the ability to respond with skill, confidence, and assertiveness and is pertinent to the quality and expertise business professionals considered for employment. Hence, knowing how to communicate properly in an organizational structure requires the skill of communication necessary to interact with different levels of management. In a business environment communication needs to be adjusted and adapted depending on the different audience and situation. This is determined by decided which communication method is best suited for the situation whether it be written or verbal. The different requirements that might need to be adjusted for could include age, ethnicity and special needs. For example, younger audiences might have shorter attention spans and get bored easier, whilst older people might be more patient and are able to sit for a longer period of time. Another example is when using visual communicate it is important to use big clear text for partially sighted people. When preparing a verbal presentation, it is important that you cater for people with special needs such as if someone lip reads it is crucial that that are positioned appropriately in the room. If someone in the audience has mobility problems it is important that the aisles are big enough for a wheel chair to easily and freely move around the room

Communication is a two-way activity between two or more people and occurs through various modes, some of which are used more commonly in some workplaces than others. Communication requires that all parties understand a common language that is exchanged with each other. Business Communication is communication used to promote a product, service, or organization. The business communication message is conveyed through various channels of communication,

including the internet, print, radio, television, outdoor, and word of mouth. Business communication helps to bridge the gap between planning and execution. Efficient communication matters because business organizations are made up of people and also effective communication within organization or outside the organization increase the image as well as goodwill of the organization in the mind of business partner, employees and consumer. Various research studies have been conducted on this subject and each study has consistently ranked communication skills as crucial for managers. Typically, managers spend 75 to 80 percent of their time engaged in some form of written or oral communication. Business wants and need people with good communication skills. Although often termed a "soft" skill, communication in a business organization provides the critical link between core functions.

Face to face presentations is common in sales and generally involves speaking to a small group of individuals, generally anywhere from three people up to around twenty. These are different than a speech because they are directed specifically to these people and because they are less formal. An example of a face-to-face presentation might include showing the products for sale to a group of people from a company that is a potential One of the most important considerations with face-to-face presentations is to adapt the presentation to the audience. For example, if the people from the company are senior managers, the presentation would be different than if the products were being presented to lower-level workers. The senior managers would be better targeted with information on how the product will help the company, especially in terms of financial considerations. The lower-level workers would most likely be unimpressed with this kind of information and prefer to know how they would use the product. This illustrates the main principle, which is that the information being used to persuade must appeal to the particular audience.

REQUIRED:

- a) Discuss four characteristics of communication as explained in the case study above

(8 Marks)

b) According to the above case study, business communication message is conveyed through various channels of communication, including the internet, print, radio, television, outdoor, and word of mouth. Explain considerations to be made while choosing an appropriate channel of communication

(8 Marks)

c) The above case study implies knowing how to communicate properly in an organizational structure requires the skill of communication necessary to interact with different levels of management. Discuss the essential aspects of effective communication

(14 Marks)

QUESTION TWO

Explain any five components of the communication process

(10 Marks)

QUESTION THREE

Compare and contrast between the written and verbal forms of communication

(10 Marks)

QUESTION FOUR

a) Explain how communication can be used a tool to manage an employee's constant lateness

(6 Marks)

b) Discuss the importance of external communication devices

(4 Marks)

QUESTION FIVE

a) Identify and explain any three ways communication can be used as a promotion tool

(6 Marks)

b) Identify four disadvantages of technology in Business Communication

(4 Marks)

QUESTION SIX

The importance of the Internet is no longer just a place of content. It is the latest technological breakthrough in communication. Discuss

(10 Marks)