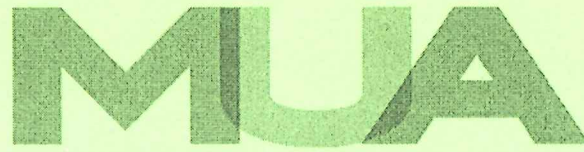


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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DEGREE OF BACHELOR OF MANAGEMENT AND**  
**LEADERSHIP, BACHELOR OF ARTS IN DEVELOPMENT STUDIES**

UCU 200 : COMMUNICATION SKILLS

DATE: 1<sup>st</sup> April 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 **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 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

#### AOL

AOL announced it was slashing its Patch local news network by a third. This was a large-scale change affecting many employees across the company and required careful handling in its communication.

CEO Tim Armstrong set up a conference call with 1,000 employees with the aim of boosting morale across the workforce. As Armstrong talked, Patch Creative Director Abel Lenz began taking pictures of him. He was immediately sacked, in front of the 1,000 staff on the conference call.

Perhaps Armstrong did not know that Lenz's job included photographing meetings with key leaders for the Patch intranet, for the benefit of remote workers. But he should have. If he had been in touch with his workforce, he would have been fully aware of the roles of individual employees.

#### REQUIRED:

- a. Based on the case study, explain five (5) Communication functions in management (5 MARKS)
- b. Describe five (5) Leadership and communication challenges (10 MARKS)
- c. Examine five (5) Effective public presentation skills based on the case study (10 MARKS)

### QUESTION TWO

- a) Explain the meaning of the term website (1 MARK)
- b) Discuss any seven types of websites (7 MARKS)
- c) Differentiate between upward and downward communication networks (7 MARKS)

**QUESTION THREE**

- a) Evaluate five (5) factors that may enhance horizontal communication in organizations (10 MARKS)
- b) Analyze five (5) reasons why communication channel should be selected carefully (5 MARKS)

**QUESTION FOUR**

- a) Illustrate five reasons as to why it is important know back ground of the audience to communicate effectively? (5 MARKS)
- b) Enumerate five Advantages of computer mediated communication (10 MARKS)

**QUESTION FIVE**

- a) Prepare a presentation describing the steps you would take as a job-selection interviewer before the interview to ensure its effectiveness. (10MARKS )
- b) Describe five key attributes of a technical writing (5 MARKS)

**QUESTION SIX**

Prepare a business marketing proposal for an organization of your choice (15 MARKS)

