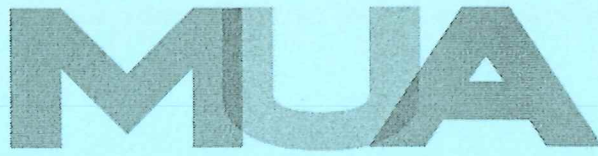


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

**DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT STUDIES/
BACHELOR OF MANAGEMENT AND LEADERSHIP/ BACHELOR
OF COMMERCE/ BACHELOR OF EDUCATION ARTS**

UCU 200 : COMMUNICATION SKILLS II

DATE: 22ND JULY 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:

Who's responsible here?

When companies engage in comparative advertising, making explicit comparisons between their products and those of their competitors, complaints of false statements and defamation are fairly common. In that sense, a law suit that ABC recently filed against XYZ is not in itself unusual.

ABC claims that XYZ is not itself usual. ABC claims that XYZ made unfair and untrue comparisons about the size and meat content of one of its sandwiches and failed to disclose the fact that the larger XYZ sandwich cost nearly twice as much as the ABC sandwich.

What makes this case unusual and gives it potentially far-reaching impact for business communication is the *'wen 2.0 angle'* of User Generated Content (UGC). As part of its efforts to promote this particular sandwich, XYZ sponsored a contest in which members of the public were invited to create their own commercials. The contest encouraged people to highlight the *'meat, no meat'* theme, suggesting that the XYZ sandwich had copious amount of beef, while the ABC had far less. More than 100 people submitted videos, which were posted to XYZ website and to iFim, a now defunct video clip website owned by the media giant Viacom. ABC lawsuit claims that some of the videos contain false and disparaging content for which XYZ and iFilm should be held liable. ABC asserts that XYZ specifically encouraged contestants to promote one product at the expense of the other so it should not be immune from responsibility. XYZ's lawyers responded by claiming that the company did not create these videos and is therefore not liable. We're just facilitating consumers who go out and create their own expression in the form of a commercial. The company tried to have the UGC part of the lawsuit dismissed by claiming the same immunity that YouTube and other services have regarding the content on their websites but a judge refused, saying the law that protects YouTube (the communication Decency Act) does not necessarily protect XYZ in this case.

Contests involving consumer generated *ads* and other forms of UGC have become popular in recent years but if XYZ is found liable (legal action is ongoing) the trend of inviting UGC could shrink dramatically because other companies won't want to expose themselves to similar lawsuits.

Required

- a. Discuss three (3) characteristics of Computer Mediated Communication as presented in the case . **(6 MARKS)**
- b. Describe five (5) Leadership and communication challenges in XYZ and ABC companies. **(10 MARKS)**
- c. Explain three (3) factors XYZ and ABC will consider when carrying out audience analysis in order to communicate effectively? **(3MARKS)**
- d. Illustrate three (3) formal communication networks that XYZ and ABC can adopt **(6 MARKS)**

QUESTION TWO

- a. To develop a communication strategy, employers should begin by linking communication to the strategic plan, including the organization's mission, vision and values; its strategic goals and objectives; and its employment brand. Discuss five (5) Effective communication strategies that employers can adopt. **(10 MARKS)**
- b. Communication is a core leadership function, meaning effective workplace communication and effective leadership are closely intertwined. Explain five (5) effective skills that leaders can adopt for effective workplace conversations. **(5 MARKS)**

QUESTION THREE

- a. Describe Smith's approach to strategic communication planning (10 MARKS)
- b. Explain five (5) principles of leadership (5 MARKS)

QUESTION FOUR

As an officer of GNF Company prepare a technical report on environmental conservation that you will share with your immediate supervisor. (15 MARKS)

QUESTION FIVE

- a. Proposals are key documents in any organization. Analyze five (5) functions of a proposal. (10 MARKS)
- b. Explain five (5) Common Technical Communication Challenges (5 MARKS)

QUESTION SIX

- i. Differentiate between the following terms
 - (a) Factual vs. Analytical Factual Information (2 MARKS)
 - (b) Primary vs. Secondary Information Primary Information (2 MARKS)
 - (c) Current vs. Historical information (2 MARKS)
 - (d) Objective vs. Subjective Information (2 MARKS)
- ii. Illustrate three (3) Types of Websites (6 MARKS)
- iii. Write an example of popular Search Engines (1 MARK)