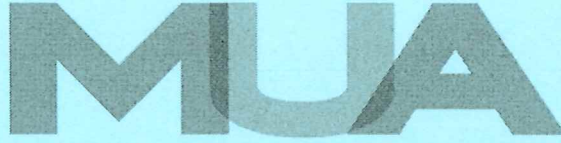


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**CERTIFICATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**CERTIFICATE COMMON UNIT**

**CCU 100 : FOUNDATIONS OF COMMUNICATION SKILLS**

**DATE: 11<sup>TH</sup> DECEMBER 2024**

**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:

### WORKPLACE COMMUNICATION

"Laura, I have to rush now for my appointment with James, our partner at the Kijani Golf Club. Don't forget to ask Tom to complete the report that we talked about in yesterday's meeting. I want to see it next week on Monday morning before submitting it to our CEO on Wednesday." Then Alex, the Marketing Manager rushed out, leaving Laura, his secretary looking bewildered. It was obvious that Alex was already late for his appointment. "He is always rushing! I better put this on the to-do-list", she thought. An hour later, Laura went to Tom's room. The place was really noisy as the room next to Tom's office was being renovated. When Laura knocked on Tom's door, he was typing on his laptop. He looked really busy and stressed. There were many documents on his table. She had to knock a few times before she caught his attention. "Tom, Alex asked you to complete the report we discussed on in the previous meeting because he wants it by Monday morning next week," explained Laura in a loud voice because of the noise from next door. Tom looked up and said "Pardon?" Laura repeated her sentence. "Next week? Okay, okay," he nodded his head and continued with his work without looking at her again. Laura just left because she was aware that Tom was under a lot of pressure.

A week after, on Tuesday at Riggs & Associates office

Tom entered Alex's office. "Good morning and sit down." Alex invited Tom to sit in front of him while he was busy flipping the pages of Tom's report. Tom could tell that Alex didn't look very pleased. "Didn't Laura tell you I wanted the report submitted to me on Monday morning? Laura told me that you submitted the report at 5 p.m. on Tuesday. That's too late. "She only told me that you want it this week. That's why I submitted it yesterday." Tom explained. Alex hesitated to reprimand Tom. "Maybe there's a miscommunication here," he thought. "Never mind, we still have time to submit this. Oh, Tom, I also need you to arrange for a meeting with our client, ABC and co. to negotiate on our contract terms. Our last

meeting with them didn't go well so make sure we can get them to sign the contract this time." "I'll do that, Alex," replied Tom. He didn't want to disappoint Alex. He knows how important this negotiation is for the company. This is their first client from Singapore and the company's CEO is sharp and astute. When Tom contacted the secretary at ABC and co., the secretary proposed a meeting via video conferencing. Tom discussed this with his team members. They considered a few factors and decided to insist on face-to-face meeting. They decided that face-to-face meeting will be more suitable to negotiate and persuade the client.

**Required:**

- a) State and explain two types of communication that you can find in the text. Provide evidence for each answer. (6 Marks)
- b) From the text, explain the terms downward and horizontal communication and provide an example of each from the case study above. (6 Marks)
- c) The miscommunication in the text could have occurred because of noise or interference to the process of communication. Identify three types of noise that caused the distraction. Provide examples from the text. (6 Marks)
- d) Give two suggestions on how the miscommunication in the text could have been avoided. (2 Marks)
- e) Tom and his team members insisted on a face-to-face meeting after considering several factors. Identify and explain two factors or aspects of the face-to-face meeting that they may have considered (4 marks)
- f) Discuss 3 importance of studying communication (6 Marks)

**QUESTION TWO**

- a) Discuss the key elements of communication (5 Marks)
- b) Identify and explain five types of reading (5 Marks)

**QUESTION THREE**

- a) Communication is a process whereby a message is transmitted from one person to another through a medium. Name and discuss four channels of communication (8 marks)
- b) Differentiate Intrapersonal and interpersonal communication (2 marks)

**QUESTION FOUR**

- a) List and explain five barriers to effective communication (5 Marks)
- b) A substantial portion of our communication is nonverbal. Discuss five forms of nonverbal communication. (5 marks)

**QUESTION FIVE**

- a) Discuss four important aspects of the Listening process (8 Marks)
- b) Give an explanation of two factors to consider for effective writing (2 Marks)

**QUESTION SIX**

- a) You have been invited for an interview at ABC Company. Discuss four things to avoid during the interview (8 Marks)
- b) List two advantages of Memos (2 Marks)