



# MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

FIRST YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS

STUDIES

COMMUNICATION AND REPORT WRITING

DATE: 4/12/2017

TIME: 8:30 – 10:30 AM

**INSTRUCTIONS:**

**Answer Question ONE and OTHER TWO**

**QUESTION ONE – 30 MARKS (COMPULSORY)**

- (a) State the possibility in which effective communication would be hindered by each of the following:
- (i) Status or role
  - (ii) Choice of communication channel
  - (iii) Length of communication
  - (iv) Individual perceptions
  - (v) Lack of feedback
  - (vi) Clarity of message
  - (vii) Atmosphere
  - (viii) Use of language
  - (ix) Unknown receiver
  - (x) Disabilities (10 marks)
- (b) With the aid of a diagram, describe the communication process (8 marks)

- (c) For some reason, your Communication Skills lecturer has been unable to conclude the writing of the memorandum in Figure 1. You have now been asked to complete the task. By focusing on what the students need to know, that is; why they need this workshop; how they will benefit from it; and what action they need to take to register for it, write at least three sentences to ready the document for circulation. Include the missing details (8 marks)

To: All Students	Date:
From:	
Subject: 'Writing for the Audience' Workshop	
I am pleased to announce the next workshop of our "Business Writing in the 21 <sup>st</sup> Century" series entitled 'Writing for the Audience'. The workshop will be held on Friday, December 12, 2017 from 2:30 to 5:30 pm at the Machakos University Amphitheatre.. .....	

Figure 1

- (d) Explain TWO ways in which studying communication skills has been beneficial to you as a student. (4 marks)

**QUESTION TWO - 20 MARKS**

- (a) Describe the writing process (6 marks)
- (b) Explain how the quality of one's writing is affected by each of the following:
- (i) Confusing language
  - (ii) Verbosity
  - (iii) Poor sentence structure
  - (iv) Information overload (8 marks)
- (c) Write a paragraph of not more than fifty words, explaining the 'impact of technology on modern writing' (6 marks)

### QUESTION THREE - 20 MARKS

- a) Explain the following terms as used in meetings:
- (i) quorum
  - (ii) *ultra vires*
  - (iii) to adjourn *sine die*
  - (iv) to pass *nem.con*
- (8 marks)
- b) List THREE roles of a committee member in a meeting.
- (3 marks)
- c) You were recently elected as the president of a student / or staff welfare organization. A first meeting is due for the new office bearers. Write the
- i) notice and
  - ii) agenda for the meeting
- (9 marks)

### QUESTION FOUR – 20 MARKS

- (a) State
- (i) the meaning of the following terms:
    - I Non verbal communication
    - II Open body language
    - III Closed body language
  - (ii) FOUR reasons why listening is necessary in communication
- (6 marks)  
(4 marks)
- (b) Explain how listening may be improved from the following attending skills
- (i) Paraphrasing
  - (ii) Reflecting feeling
  - (iii) Summarizing
  - (iv) Questioning
  - (v) Turn taking
- (10 marks)

**QUESTION FIVE – 20 MARKS**

- (a) (i) Define the term ‘emotional awareness’ (2 marks)
- (ii) Explain FOUR ways by which the concept of emotional awareness enhances one’s Communication (8 marks)
- (b) A neighbour from home asks you what you are majoring in for your university study. You name your choice, and then the neighbour says, “I see. I don’t know anything about your major. Can you explain it to me?” Write a paper describing it (10 marks)