



MACHAKOS UNIVERSITY

University Examination 2023/2024

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES - TVET

FIRST YEAR/FIRST TERM EXAMINATIONS FOR

DIPLOMA MODULE 1

2803/101/CS FASHION DESIGN

2903/104/CS SUPPLY CHAIN MANAGEMENT

2906/104/CS BUSINESS MANAGEMENT

2920/104/CS INFORMATION COMMUNICATION TECHNOLOGY

COMMUNICATION SKILLS

DATE: 23/11/2023

TIME: 8:30-11:30AM

This paper consists of **15 (FIFTEEN)** questions in **TWO** sections; **A** and **B**.

Answer **ALL** the questions in both sections in the answer booklet provided.

Trainees should answer the questions in English

SECTION A (32 marks)

Answer ALL the questions in this section.

1. State **THREE** ways in which Information Communication Technology is used in communication. (3 marks)
2. List **THREE** factors that may influence how a receiver decodes a message. (3 marks)
3. Outline **THREE** advantages of using visual aids to communicate. (3 marks)
4. State **THREE** reasons why it is important to carry out audience analysis before communicating. (3 marks)

5. List **THREE** demerits of external communication. (3 marks)
6. List **THREE** instances when a supervisor may opt to use an Informal channel to pass information. (3 marks)
7. State **THREE** advantages of storing information in electronic form. (3 marks)
8. State **FOUR** disadvantages of using horizontal form of communication. (4 marks)
9. State **THREE** advantages of oral communication in an organization. (3 marks)
10. State **FOUR** ways in which an organization may benefit as a result of effective communication. (4 marks)

SECTION B (68 marks)

Answer **ALL** the questions in this section.

QUESTION 11

- a) Explain **FOUR** principles of communication. (8 marks)
- b) State **THREE** ways in which ineffective communication may affect an organization. (6 marks)

QUESTION 12

- a) Explain **THREE** types of noise that can interfere with communication that is in progress. (6 marks)
- b) State **FOUR** factors that may cause poor listening. (8 marks)

QUESTION 13

- a) Describe **THREE** effects of ineffective formal communication. (6 marks)
- b) State **THREE** benefits of intra-personal communication. (6 marks)

QUESTION 14

- a) Describe **FOUR** methods used to carry out upward communication. (8 marks)
- b) Grapevine is an unofficial communication network, which ignores formal channels of communication and spreads rumors and gossip at all levels of an organization. Explain **THREE** different ways in which an organization can use grapevine to supplement the formal channels of communication. (6 marks)

QUESTION 15

- a) Explain **THREE** factors that a Manager should consider when deciding on the official channels of communication to use within the office. (6 marks)
- b) Explain **FOUR** reasons why a Manager would opt to give a written warning to an employee who has breached company regulations. (8 marks)