



MACHAKOS UNIVERSITY

University Examinations for 2016/2017 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

THIRD YEAR FIRST SEMESTER EXAMINATION FOR DIPLOMA IN

PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

SUPPLEMENTARY/SPECIAL EXAMINATION

DPS 107: COMMUNICATION SKILLS

DATE: 28/8/2017

TIME: 2:00 – 4:00 PM

INSTRUCTIONS

Answer question ONE and any other TWO questions

QUESTION ONE (30 MARKS)

- a) Explain the process of communication. (5 marks)
- b) Outline the importance of communication in the modern business organization. (5 marks)
- c) Outline briefly the following body language codes:
 - i Posture
 - ii Gestures
 - iii Facial expression
 - iv Distance
 - v Eye contact (10 marks)
- d) Identify FOUR barriers to effective listening. (4 marks)
- e) Describe the basic elements of a standard report. (6 marks)

QUESTION TWO

- a) Assume that you are applying for a job in your field of expertise as a Senior Procurement Officer. Prepare a one page curriculum vitae (resume) summarizing your personal, academic and professional information and include names and addresses of two referees who know you well. (10 marks)
- b) With the aid of a diagram, show the elements in communication and their interdependence. (10 marks)

QUESTION THREE

- a) Discuss FIVE barriers to communication. (10 marks)
- b) Describe any FIVE principles of communication. (10 marks)

QUESTION FOUR

- a) Outline the meaning of the term “reading”. (2 marks)
- b) Explain how someone can improve comprehension during reading. (6 marks)
- c) Explain how the SQ4R method is used for reading. (12 marks)

QUESTION FIVE

- a) Discuss with relevant examples, the 7 Cs of communication. (14 marks)
- b) Using a diagram, display the components of the communication process and their interrelationship. (6 marks)