



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2018/2019

FIRST YEAR FIRST SEMESTER EXAMINATIONS FOR DIPLOMA IN  
AGRICULTURE, DIPLOMA IN INFORMATION TECHNOLOGY, DIPLOMA IN  
BUSINESS ADMINISTRATION AND DIPLOMA IN PURCHASING AND SUPPLIES  
MANAGEMENT

### DPS 2105: COMMUNICATION SKILLS

DATE: AUGUST 2019

TIME: 1½ HOURS

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**INSTRUCTIONS: Answer Question ONE and any other TWO questions.**

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#### QUESTION ONE (30 MARKS)

- Describe five factors that would influence your choice of a communication medium. (10 marks)
- State five purposes of internal communication in an organization. (5 marks)
- Briefly explain the format of a formal report. (10 marks)
- Explain five advantages of using visual aids in delivering a speech. (5 marks)

#### QUESTION TWO (15 MARKS)

- Explain three non-verbal signals that may be used to enhance communication. (6 marks)
- Outline four roles of the sender in a communication process. (4 marks)
- Identify five characteristics of a poor listener in a conversation. (5 marks)

#### QUESTION THREE (15 MARKS)

- Briefly distinguish between verbal and written communication. (10 marks)
- List three ways of showing diplomacy when communicating in an organization. (3 marks)

- c) Identify two qualities a customer care staff should have in order to serve customers effectively. (2 marks)

**QUESTION FOUR (15 MARKS)**

- a) List five ways in which an interviewee may prepare for an interview. (5 marks)
- b) Explain four activities that an organization may carry out to improve its image. (8 marks)
- c) Define the term 'barrier' as used in communication. (2 marks)

**QUESTION FIVE (15 MARKS)**

- a) The management of the organization you work for intends to introduce some security measures following a recent terror attack. As the assistant secretary to the public relations manager write a memo to all members of staff informing them of these measures. (10 marks)
- b) List three characteristics of a good business letter. (3 marks)
- c) Explain two ways by which a sender can minimize barriers to effective communication. (2 marks)