



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2023/2024

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR THE DIPLOMA IN INFORMATION TECHNOLOGY, EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION

### UCU 2102/BFD 2104: COMMUNICATION SKILLS

DATE: APRIL 2024

TIME: 1<sup>1</sup>/<sub>2</sub> HOURS

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#### INSTRUCTIONS:

1. Answer Question ONE, and any other TWO
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#### QUESTION ONE (30 MARKS)

- a) Explain the following terms as used in reports. (4 marks.)
  - i. Edit
  - ii. Disseminate
- b) List 3 uses of the following types of communication.
  - a. Internal communication. (3 marks.)
  - b. Formal communication. (3 marks.)
  - c. Intrapersonal communication. (3 marks.)
- c) Outline three referencing styles used in reports. (3 marks.)
- d) State two types of meetings. (2 marks)
- e) State 4 types of punctuations used in writing. (4 marks)
- f) State 4 Importance of office etiquette among employees. (4 marks)
- g) State four characteristics a good report. (4 marks.)



## QUESTION TWO 15 MARKS.

a) Discuss the following types of communication stating examples in each.

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|-------------------------------|----------|
| a) Written communication      | 3 marks. |
| b) Oral Communication         | 3 marks. |
| c) Visual Communication       | 3 marks. |
| d) Audio Visual Communication | 3 marks. |
| e) Non-verbal Communication   | 3 marks. |

## QUESTION THREE 15 MARKS

a) Discuss the following barriers to effective communication.

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|------------------------|------------|
| a. Age difference.     | (3 marks.) |
| b. Language barrier.   | (3 marks.) |
| c. Noise.              | (3 marks.) |
| d. Environment.        | (3 marks.) |
| e. Attitude of sender. | (3 marks.) |

## QUESTION FOUR 15 MARKS

- a) Meru University is planning to move to new premises in two weeks' time. Write a notice on the same. (5 marks.)
- b) Meru University just started a driving class. Advertise this service that just come into the market. (5 marks)
- c) State 5 challenges in conducting minutes. (5 mark)

