



**Strathmore**  
UNIVERSITY

**STRATHMORE INSTITUTE**

**DIPLOMA IN PROCUREMENT, INTERNATIONAL RELATIONS,  
ENTREPRENEURSHIP, JOURNALISM AND NEW MEDIA**

**END OF SEMESTER EXAMINATION**

**DIR,DE,DPR,DJNM 1107: ESSENTIALS OF COMMUNICATION**

**DATE: 23<sup>rd</sup> AUGUST 2018**

**Time: 2 Hours**

**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

**QUESTION ONE – COMPULSORY QUESTION**

1. Communication is one of the most powerful tools in the world as it can be applied to either promote development or devastation.
  - (a) Define and describe the term **Communication**. **(3 marks)**.
  - (b) Using clear examples name and discuss the three types of communication. **(9 marks)**
2. Define the terms below and explain how they are used in the communication process:
  - a) Formal communication **(9 marks)**
  - b) Informal communication **(9 marks)**

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**QUESTION TWO**

Business correspondence is an integral part of communication.

1. What is business correspondence? Describe the term. **(4 marks)**
2. Name five (5) types of business correspondence and explain their purpose. **(5 marks)**

- b) Of the types identified above, select one and illustrate by writing a sample. **(6 marks)**

### **QUESTION THREE**

An opportunity has arisen within the Strathmore Student Council for your class to appoint representative to sit on the committee. You wish to secure this position as it will enhance your curriculum vitae and showcase your leadership skills. However, six other students have also presented their names for the candidature. Your classmates have set aside a date to listen to each of the proposed candidates, including yourself.

1. Describe the stages of a successful negotiation process. **(10 marks)**
2. Write a compelling one-page pitch that demonstrates your unique selling points (USPs) as proof that you are the best candidate for the post. **(5 marks)**

### **QUESTION FOUR**

The United Nations Conference on Trade and Development (UNCTAD) is hosting a two-day conference in Kampala, Uganda, on the impact of a country's heavy borrowing on the economy and overall business development. Your head of department is scheduled to give a presentation at one of the sessions. However, pressing commitments at work prevent him from attending the conference and he has nominated you to attend the conference on behalf of your company. As this is a global conference, hundreds of people from different countries and nationalities will congregate in Kampala. You will be expected to deliver the presentation on behalf of your supervisor.

1. Discuss at least four (4) techniques you will apply to overcome the barriers of communication that you may encounter during the conference. **(8 marks)**
2. Discuss how you would apply effective communication skills to succeed in your field of specialization. **(7 marks)**

### **QUESTION FIVE**

On numerous occasions, you will have to engage active listening skills while networking and talking to delegates from other countries and when speeches and presentations are being delivered.

1. Define and describe the term active listening. **(3 marks)**
2. Explain at least four (4) active listening skills that you will apply to ensure that you capture all that is being said. **(12 marks)**