



Strathmore
UNIVERSITY

**DIPLOMA IN BUSINESS MANAGEMENT
DIPLOMA IN JOURNALISM & NEW MEDIA
DIPLOMA IN INTERNATIONAL RELATIONS
DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY
DIPLOMA IN BUSINESS CREATION & ENTREPRENEURSHIP**

END OF SEMESTER EXAMINATION

BUSINESS & ESSENTIAL COMMUNICATION SKILLS

DBM 1101; DJNM 1107; DIR 1104; DBIT 1103; DE 1107

DATE: MONDAY, 24TH APRIL, 2023

TIME: 2 HOURS

INSTRUCTIONS

1. This examination consists of **FIVE** questions.
2. Answer **QUESTION ONE (COMPULSORY)** and any other **TWO** questions.
3. Do not write on the question paper.

QUESTION ONE – COMPULSORY QUESTION – 30 MARKS

- a) The art of public speaking is an important skill to acquire for any professional that wants to succeed in their career. Discuss five (5) reasons why exuding confidence when speaking in front of an audience is important. **(10 marks)**
- b) In any conversation, it is vital that you demonstrate active listening skills. Explain six (6) ways in which you will enhance your listening ability and assure the speaker(s) that you are paying attention to what they are saying. **(12 marks)**
- c) A vacancy has been announced for internship trainees at the Ministry of Lands, Public Works, Housing and Urban Development. The Ministry is seeking young, college-trained, enthusiastic intern who will be trained for a period of six months on various aspects of the sector to build their knowledge and professional capacity. Write an application letter to the Human Resource Manager at the Ministry and explain why you are an ideal candidate and what value you will bring to the Ministry. **(8 marks)**

QUESTION TWO

- a) Explain the value of visual aids during speeches, presentations or public speaking sessions in general? **(3 marks)**
- b) Discuss six (6) factors that you will take into consideration when selecting visual aids while preparing to present your department's progress during a scheduled company workshop. **(6 marks)**
- c) Describe six (6) measures you will take during the workshop mentioned in (b) above as you deliver your presentation in front of your colleagues. **(6 marks)**

Total = 15 marks

QUESTION THREE

- a) Name the four areas that you must consider when writing a business letter. **(4 marks)**
- b) For each of the four areas mentioned above, explain their significant roles in guaranteeing the effectiveness of the business letter. **(11 marks)**

Total = 15 mark

QUESTION FOUR

- a) Give six (6) reasons why the use of the Propaganda Model of Communication is popular in both the public and private sectors. **(6 marks)**
- b) State four (4) groups of people that liberally use the Propaganda Model of Communication to push their agenda, products, services and reputations to the top. **(4 marks)**
- c) Theorists state that news is passed through five filters before it reaches the audience. These filters make the news different from its original form by determining what events are newsworthy, how these events are to be covered and how much coverage they receive. Explain these five (5) filters. **(5 marks)**

Total = 15 marks

QUESTION FIVE

- a) Name the three variables in communication that determine and influence the flow of any conversation. **(3 marks)**
- b) Using illustrative examples, explain the following categories of communication:
 - i. Intrapersonal Communication **(2 marks)**
 - ii. Extra-personal Communication **(2 marks)**
 - iii. Interpersonal Communication **(2 marks)**
 - iv. Group Communication **(2 marks)**
 - v. Public Communication **(2 marks)**
 - vi. Mass Communication **(2 marks)**

Total = 15 marks