



**Strathmore**  
UNIVERSITY

**DIPLOMA IN BUSINESS MANAGEMENT  
DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY  
DIPLOMA IN BUSINESS CREATION AND ENTREPRENEURSHIP  
DIPLOMA IN INTERNATIONAL RELATIONS**

**END OF SEMESTER EXAMINATION**

**BUSINESS & ESSENTIAL COMMUNICATION SKILLS  
DBIT 1103; DBM 1101; DE 1107; DIR 1104:**

**DATE: 15<sup>TH</sup> APRIL 2024**

**TIME: 2 HOURS**

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**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) It is said that communication is the lifeblood of human experience and interaction. Explain the validity of this statement and use at least five (5) realistic examples from different scenarios to support your response. **(10 marks)**
- b) In today's modern world, globalization and innovative technologies heavily influence cultures and drive world economies, politics and the development of policies. Discuss five (5) challenges that can disrupt effective cross-cultural communication then provide five (5) recommendations on how to resolve these challenges. **(20 marks)**

**QUESTION TWO**

Discuss why effective communication is important at **social, political and business levels**. Provide five (5) reasons for **each level** and use clear illustrations to build your argument. **(15 marks)**

**QUESTION THREE**

- a) Give three uses and differences between formal and informal communication. **(6 marks)**
- b) Convert the following informal sentences and underlined words into formal sentences and words: **(4 marks)**

**Sentences:**

- i. Sorry, but the delivery will be late because of the weather.
- ii. Seen my glasses?
- iii. Sorry to keep you waiting
- iv. I can help you solve this problem. Call me!

**Words:**

- v. We need (or want).....
- vi. Go and buy...
- vii. It is okay...
- viii. We need help...

- c) The users of the Propaganda argue that is one of the most effective models of communication as it produces positive results in relation to profitability and brand enhancement? Do you agree with them? Debate your stand and provide real examples from anywhere in the world to support your argument.

**(5 marks)**

**Total = 15 marks**

**QUESTION FOUR**

Non-verbal communication constitutes more than 60% of any type of communication. Explain how the following determine the effectiveness of a communication process.

- a) Paralanguage **(3 marks)**
- b) Kinetics **(3 marks)**
- c) Haptics **(3 marks)**
- d) Proxemics **(3 marks)**
- e) Oculistics **(3 marks)**

**Total = 15 marks**

**QUESTION FIVE**

Your class is planning to visit the Garden of Hope Children's Home in Ngong. The material needs of the children include dry foods, clothes, school books, sanitary pads and panties for the girls, boxers for the boys, toilet paper, etc. The children also need assistance with school fees and medical insurance. To meet a large share of their needs, you have been tasked with the responsibility of writing letters to several corporate organizations to raise funds and seek support. Write a letter to the Corporate Communications Manager of a company of your choice to seek for this support. To convince the manager, you must explain the reason behind the financial amount you seek. **(15 marks)**