



**STRATHMORE INSTITUTE  
DIR 1104: ESSENTIALS OF COMMUNICATION  
END OF SEMESTER EXAMINATION**

**DATE: 24TH APRIL 2018**

**TIME: 2 HOURS**

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**QUESTION 1 (20Marks)**

1. What are the 7Cs of communication and how would you embrace them in your organization as the Communication Officer?

**QUESTION 2 (20Marks)**

2. You applied for a job as a Communication Officer for an NGO with operations in Turkana County. You have visited the community in the field and after 5 Minutes of your being introduced to the community by your organization's Programme Manager to address the community, they mumber and hardly 5 Minutes into your speech, they all wake up and leave you with the Programmer Manager. What might have caused the community to walk out on you? Discuss your answer in light of common communication barriers?

**QUESTION 3 (20Marks)**

As a communication expert you have been given an assignment to train a group of teenagers on four basic language skills. Kindly explain these skills and how you will impact them into the lives of your audience.

**QUESTION 4 (20Marks)**

A manufacturing company has stuck to lengthy written memos that the staff hardly read because of their busy schedules. You have been hired as a Communication Consultant to advise the company on simple and effective way to communicate to staff. Which strategy and tools of communication would you advise the company to rely heavily on and why?

**QUESTION 5 (20Marks)**

Online Communication means you are missing body language cues and immediate feedback from your “listener,” it is very important therefore to understand some common rules for good online etiquette. Discuss these on-line etiquette and how you would apply them at a place of work.