



STRATHMORE INSTITUTE

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

END OF SEMESTER EXAMINATION

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

DATE: 9TH DECEMBER 2022

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) Discuss the six (6) categories of communication and support **each** of your responses with at least one illustrative example. **(12 marks)**
- b) You have been appointed as an assistant manager in the business development unit of Safetech Limited. The company is proud of its corporate social responsibility (CSR) activities that aims at promoting the protection of the environment with activities such as tree planting, forums in schools to educate students on the importance of environment conservation, spearheading estate cleaning campaigns and organizing a run to fundraise for its activities. One of your duties is to write to prospective partners urging them to support your CSR activity.
 - i. Write a letter to the Managing Director of Equity Bank introducing your company, the main activities of your department and conclude with a request for them to sponsor one of your activities. **(9 marks)**
 - ii. Dunga Ltd is an international company that participated in a run organized by your company last year. They were impressed by the smooth running of the event and the cause to raise funds, and at the end they have contributed Ksh. 200,000 for your next

annual event. Write an appreciation and thank you letter to the Chief Executive Officer (CEO) of the company for their support and contribution. **(9 marks)**

QUESTION TWO

- a) Describe the term 'negotiation' and negotiation skills? **(3 marks)**
- b) Discuss six (6) negotiation skills that one needs to become a professional communicator and cite illustrative examples. **(12 marks)**

Total = 15 marks

QUESTION THREE

- a) Explain how, in any communication process, the key variables of environment, context and noise/interference will influence the nature of the interaction between the participants. Demonstrate using four (4) real-life examples for each of the variables. **(15 marks)**

QUESTION FOUR

Today's business world has embraced social media marketing as one of its advertising and marketing strategies. As the assistant manager in the business development unit of Safetech Limited, one of your duties is to design advertising and marketing campaigns to promote company products and enhance the company's image. The latest company product is CCTV cameras with cutting-edge surveillance technology that includes a combination of HD resolution and HD analogue technology that allows for recording video for facial recognition, wide dynamic range to balance light for clarity and network connection through Ethernet cable.

- a) Name the five (5) social media platforms that you will choose to market this product and justify your choices. **(10 marks)**
- b) Discuss five (5) challenges of social media marketing that can negatively impact a company's image and the success of its products. **(5 marks)**

Total = 15 marks

QUESTION FIVE

After a rigorous recruitment exercise, you are fortunate to be employed by an international company. On your first day of work, you quickly notice that the company's employees make up different ethnicities, nationalities and races. To succeed in such a multi-cultural environment where people have different socio-cultural perspectives, you must exercise a high level of professionalism. Using examples, identify at least seven (7) cross-cultural barriers that you may face in the course of your work and how you will effectively overcome and manage them.

(15 marks)