



**STRATHMORE INSTITUTE  
DIPLOMA IN INTERNATIONAL RELATIONS  
END OF SEMESTER EXAMINATION  
DIR 1104: ESSENTIALS OF COMMUNICATION**

**DATE: 18<sup>th</sup> April 2019**

**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**

1a). Wise men speak because they have something to say; Fools because they have to say something (Plato). Discuss this statement in light of the seven (7) Cs of communication. How would you embrace them in your organization as the Communication Officer? **(20Marks)**

1b). After graduating from Strathmore University with a Diploma in International Relations, you start searching for a job and as you go through the internet, you come across this advert. Assuming you have a Resume, put up an application letter that will make you secure the post. **(10Marks)**

**Vacancy – Communication Intern**

The British Government is an inclusive and diversity-friendly employer. We value difference, promote equality and challenge discrimination, enhancing our organisational capability. We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status or other category protected by law. We promote family-friendly flexible working opportunities, where operational and security needs allow.

Job Category	Foreign and Commonwealth Office (Policy & Political roles)
Job subcategory Communications,	Press and Media
Job Description (Roles and Responsibilities)	The British Embassy in Warsaw is part of a world-wide network, representing British political, economic and consular interests overseas and is now looking to recruit an Intern to work in our Communications Team. The successful candidate will have the opportunity to gain valuable experience in the field of diplomacy, while working in a fast paced, dynamic and bilingual environment. Main responsibilities will include:
	<ul style="list-style-type: none"> <li>• Sourcing and drafting the Embassy’s daily press summary;</li> <li>• Supporting the evaluation of the Embassy’s Strategic Communications;</li> </ul>

	<ul style="list-style-type: none"> <li>• Translating or arranging the translation of press articles from Polish to English;</li> <li>• Leading on the delivery of standing and ad-hoc requests for print, broadcast and social media monitoring;</li> <li>• Updating the Embassy's press pack and drafting press lines;</li> <li>• Establishing and then managing the Teams contacts database;</li> <li>• Supporting the delivery of communications around high-level visits and events;</li> <li>• Providing general administrative support;</li> <li>• Translating and proofreading short texts in Polish;</li> <li>• Performing any other task as required.</li> </ul>
Essential qualifications, skills and experience	<ul style="list-style-type: none"> <li>• Bachelor degree or higher;</li> <li>• Interest in communications, public relations, and international relations;</li> <li>• Excellent spoken and written command of English and Polish;</li> <li>• Strong attention to detail and ability to work independently and on own initiative;</li> <li>• Good communication and organisational skills;</li> <li>• Good knowledge of the Polish media landscape;</li> <li>• Competent with advanced Twitter and Facebook functions;</li> <li>• Competent with Microsoft Office Software, including Microsoft Access.</li> </ul>
Required competencies	<ul style="list-style-type: none"> <li>• Collaborating and Partnering, Managing a Quality Service, Delivering at Pace, Engaging Internationally, Demonstrating Resilience</li> </ul>
Application deadline	23 May 2019
Grade	Internship
Type of Position	Fixed Term, Intern
Region	Europe, Eastern Europe & Central Asia
Country/Territory	Poland
Location (City)	Warsaw
Type of Post	British Embassy
Start Date	9 January 2020
Other benefits and conditions of employment	This is three month full-time internship contract (37.5 net per week). The monthly gross remuneration for the internship is PLN 2000.
	<p>Please note that interns are responsible for paying themselves any income tax required by the local law to the applicable Tax Office. Please be aware that the British Embassy in Warsaw will not be able to cover any costs connected with relocation.</p> <p>Candidates must have pre-existing work authorisation for Poland in order to apply. The British Embassy does not sponsor work permits.</p>

	Internships offered at the British Embassy are governed by the Polish Civil Code. The British Embassy encourages you to have a medical check prior to commencing your internship, however, any costs incurred are not covered by the British Embassy.
Additional information	Interviews will be held in Warsaw during the week of 2nd June 2019. The successful candidate should be able to start the internship by January 2017.

Those within Africa can post their cover / application letter through ADEL AFRICA KENYA Office P.O. Box 3354 00200 Nairobi.

### **QUESTION TWO**

You applied for a job as a Communication Officer for an NGO with operations in Kwale County. You have visited the community in the field and after 5 Minutes of your being introduced by your organization's Programme Manager to address the community, they begin murmuring and hardly 5 Minutes into your speech, they all rise 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 at least nine (9) common communication barriers? **(15Marks)**

### **QUESTION THREE**

3a). As a communication expert, you have been given an assignment to train a group of students from a private university on four basic language skills. Kindly explain these skills and how you will impart them into the lives of your audience. **(8Marks)**

3b). You have been given an opportunity to carry out training of prefects of a rural mixed secondary school called Kujaribu. During your training needs assessments, you realise that most of the prefect have a lot of problems with public speaking. Discuss the key issues your will cover in your training to make the prefect become better speakers **(7Marks)**

### **QUESTION FOUR**

4a). A busy 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? **(9Marks)**

4b). Write a poem entitled: *The beauty of knowing how to communicate* **(6Marks)**

### **QUESTION FIVE**

Online Communication has preoccupied our way of communication. It means you are missing body language cues and immediate feedback from your "listener." It is very important therefore to understand some common rules for online etiquette. Discuss seven (7) on-line etiquette and how you would apply them at a place of work. **(15Marks)**