



STRATHMORE INSTITUTE
DIPLOMA IN BUSINESS CREATION AND ENTREPRENEURSHIP
DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY
DIPLOMA IN INTERNATIONAL RELATIONS
DIPLOMA IN BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATION

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

DATE: 22nd April 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

The head-teacher of your former high school is pleased that you are a college student at Strathmore Institute. Your former head-teacher has directly reached out to you and invited you as a special guest to the high school prize-giving day to give a motivational talk to the students and parents. The event is scheduled for Friday, 20th April, 2022.

- a) At this event, explain who will be your primary audience and your secondary audience. **(3 marks)**
- b) As you prepare your speech, discuss the considerations you will pay attention to in relation to the event's environment, context and the likely interferences that you may encounter. **(10 marks)**
- c) After completing your speech, explain how you will use the 7Cs checklist to review your message to measure its success rate in meeting the needs of both your primary and secondary audiences. **(7 marks)**
- d) Under the title **“The Value of High Quality Education”**, write your two-page motivational speech here, clearly outlining specific messages for the students, the parents and the teachers. **(10 marks)**

Total: 30 Marks

QUESTION TWO

One of your responsibilities as the business development manager of Mashariki Company is to seek out new investment opportunities to grow the company. Your attention has been drawn to the recent call for entries by the Tony Elumelu Foundation Entrepreneurship Programme for small and medium-sized enterprises. The application process for the \$5,000 funding, mentorship and training programme requires you to introduce your business, explain what it does, define its mission and vision, and explain how your company would benefit from the training, mentorship and the funding. Under the above mentioned themes, prepare a compelling application letter whose main objective is to convince the panel of judges to select and support your company.

Total: 15 Marks

QUESTION THREE

- a) What is social media marketing? **(5 marks)**
- b) Discuss five (5) benefits of social media marketing on the growth of a business. **(10 marks)**

Total: 15 Marks

QUESTION FOUR

- a) The act of listening involves complex affective, cognitive and behavioural processes. Describe each of these processes. **(3 marks)**
- b) The attention one pays to listen to someone or to an audio-visual stimulus can either be informational, appreciative, critical, rapport, empathetic or selective. Explain. **(12 marks)**

Total: 15 Marks

QUESTION FIVE

- a) List the six different categories of communication. **(3 marks)**
- b) For each category, illustrate with one example how and when each category is used to achieve effective communication. **(6 marks)**
- c) Identify at least one (1) barrier per category that would disrupt the process of effective communication. **(6 marks)**

Total: 15 Marks