



**STRATHMORE INSTITUTE**

**AL JAMEA DIPLOMA IN BUSINESS CREATION AND  
ENTREPRENEURSHIP**

**END OF SEMESTER EXAMINATION**

**DE 1107: ESSENTIAL COMMUNICATION SKILLS**

**DATE: 16<sup>TH</sup> DECEMBER 2021**

**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.

**QUESTION ONE – COMPULSORY QUESTION**

- i. Communication is referred to as “...the lifeblood of human experience...”? Explain why this is so. **(5 marks)**
- ii. List at least eight (8) expressions of verbal (oral and written) communication. **(8 marks)**
- iii. Is sign language a type of verbal communication or non-verbal communication? Justify your answer. **(2 marks)**
- iv. A client has walked into your office with a complaint regarding unsatisfactory service from a fellow employee. Highlight at least seven (7) elements of his body language that you will look out for and how you will apply your comprehension of non-verbal communication to successfully manage the situation and appease the unhappy client. **(15 marks)**

**Total = 30 marks**

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**QUESTION TWO:**

- i. Living, studying and working in a multi-cultural society will undoubtedly bring about cultural and communication challenges when interacting with both the locals and foreigners living in that country. This may result in misunderstandings, wrong interpretations of a message and conflict. Discuss at least six (6) of the challenges you may face and suggest appropriate actions to take to avoid misunderstanding, misinterpretation and conflict. **(12 marks)**
- ii. Narrate a narrative of a time when someone offended you with either their words or actions and how you handled the situation. **(3 marks)**

**Total = 15 marks**

### **QUESTION THREE:**

Public communication, which is sometimes referred to as public speaking, can be enhanced with the tactical use of visual aids.

- i. Discuss the steps you will take to select suitable visual aids for a presentation. **(5 marks)**
- ii. Describe the safeguard measures you will apply to ensure that your visual aids will work perfectly on the day of the presentation. **(5 marks)**
- iii. On the day of the presentation, explain how you will engage the audience while using the visual aids. **(5 marks)**

**Total = 15 marks**

### **QUESTION FOUR:**

- i. Identify at least five (5) top social media applications and explain how they can be utilized to build a strong company image and brand. **(5 marks)**
- ii. “Social media is the driving force for all businesses today.” Do you agree with this statement? Justify your viewpoint with clear examples from the business world. **(10 marks)**

**Total = 15 marks**

### **QUESTION FIVE**

Most businesses use electronic mail, or emails as they are more popularly referred to, to correspond internally with work colleagues; and externally with clients and other stakeholders. Official emails must be written with a professional outlook in order to give a positive image of both the company and the writer. Below are two samples of emails:

- i. Which of the two emails is bound to receive a more favourable response from the target staff? Justify your response. **(7 marks)**
- ii. Outline the mistakes made by the writer of the poorly written email and explain what he could have done to improve the email. **(8 marks)**

**Total = 15 marks**

### **OFFICE EMAIL SAMPLE 1**

**To:** Loading Dock Staff  
**From:** Philip Yuen, Director of Shipping  
**Date:** June 30, 2017

So I've got news for you all. We've had a tough year, as you know, but we've been recovering slowly but surely. But, of course, something had to mess up. Because Hank shipped three pallets to the wrong customer last week, the Board has decided to update the shipping procedure for the entire loading dock.

This is just something we'll have to get used to, even if it wastes all of our time in the process. Whenever we get an order ready to go, everyone on the loading dock will need to confirm shipments with me first. Only after I sign off on the details will anything be allowed on the shipping truck. This new change better prevent more careless errors.

### **OFFICE EMAIL SAMPLE 2**

**To:** Loading Dock Staff  
**From:** Philip Yuen, Director of Shipping  
**Date:** June 30, 2017  
**Subject:** Update to Shipping Procedures

Due to some recent shipping issues, the Board has decided to update part of our shipping procedure. Whenever an order is ready to ship, please leave that order's shipping form in my office mailbox, and I'll return it to your station once I confirm everything is correct. Although this change will slow down our process a little, it will hopefully prevent further errors.

If you have any questions, please feel welcome to stop by my office. Thank you all for everything you do. Your hard work is appreciated.