



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION STUDIES**  
**END OF SEMESTER EXAMINATION**  
**BAC 1205: ENGLISH FOR EFFECTIVE COMMUNICATION**

**Date: Tuesday 12<sup>th</sup> March 2019**

**Time: 08:45 – 10:45**

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**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

***Question One***

Read the following passage and answer the questions that follow

**M**AKAU THE KITCHEN MANAGER

Upon graduating from the prestigious Chef School of Culinary Studies, Mr Peter Makau looked forward to being employed in one of the Five Star Hotels in Magawa County. However, this was not to be for he found himself reluctantly applying for the position of a Kitchen Manager in the little known Mlo Bora Hotel. He handed in his letter of application fully convinced that he was the right candidate for the job but not very sure if he really wanted to work in such a small hotel. A month later, it was official that he had emerged the best candidate in the just concluded competitive interview. Reluctantly, he accepted the letter of appointment for this is not where he really wanted to be.

The enthusiasm characterizing the faces of new employees was lacking in Mr Makau who at one time even thought of tendering his resignation the very week he reported to the kitchen. The kitchen was a total mess, with no management strategies to guide its operations. To manage its affairs well and with the approval of the management, Mr Makau introduced weekly kitchen staff meetings. In one of these meetings, he impressed upon the staff on the need to appreciate the technological environment by incorporating its benefits to communication in the kitchen. He also introduced semiotic systems to help with the management of kitchen facilities, utensils, cutlery and different forms of ingredients and also to help enhance safety and hygiene measures in the kitchen. The ethnic and cultural diversity that was threatening to tear the kitchen a part was at once turned into strength when Mr Makau challenged each staff to think of a traditional delicacy that could be used to attract particular communities and other communities to the eatery. The

presentation of these delicacies went on every Monday for three months. Attendance of the presentations was made compulsory and the staff got an opportunity to critique and supports the member presenting with an intention of improving and presenting the delicacy accordingly. All the traditional delicacies were presented in English Language which had earlier on been made the official language of communication in the kitchen

Looking back six months down the line when he almost tendered his resignation a week after his appointment to the position, Mr Makau was more than glad that he stayed on. So much had changed in the kitchen. The unity of the once disunited staff was daily being displayed in the coordination of the daily events in the kitchen. The face of ethnic and cultural diversity that was once ugly radically beautified itself by giving birth to the weekly traditional delicacies that has taken the eatery a notch higher. Today, Mlo Bora is not only well known for these delicacies, but has also brought different cultural and ethnic backgrounds together through the sampling of these delicacies. The management gives credit to Mr Makau for the high sales volume the the eatery is enjoying of late. The management revealed that plans of opening another branch are at an advanced stage because the eatery is overwhelmed by the many customers. From nowhere, Mlo Bora is in the map of Magawa County thanks to Mr Makau, no wonder; the famous news reporter Ms Hellen Tabora, from Magawa County Television (MCT) has scheduled an interview with Mr Makau.

### **Questions**

- a) Justify the use of “Drop Case” in the title of the case. (2 Marks)
- b) Explain any **FIVE** benefits the kitchen staff of Mlo Bora stand to gain by embracing the technological environment. (10 Marks)
- c) Justify the introduction of semiotic systems in the management of kitchen facilities and safety and hygiene operations in the kitchen. (10 Marks)
- d) Explain **FOUR** preparations Mr Makau must make in order to effectively participate in the upcoming interview with Ms Tabora. (8 Marks)

### **Question Two**

- a) Recently, the management of Digital Communication Enterprises introduced the use of Microsoft PowerPoint Presentations in the firm. Explain any **FIVE** benefits the audience for these presentations stands to benefit from this new development. (10 Marks)
- b) Make a phonemic transcription of the following words: (5 Marks)
  - i. Far.
  - ii. Meat.
  - iii. Pole.
  - iv. Want.
  - v. Rough.

**Question Three**

- a) Identify the collocations used in the following sentences and explain the parts of speech used in the formation of the collocation. (10 Marks)
- b) State any **FIVE** types of Business Letters Business Organizations can prepare in the course of operating their businesses. (5 Marks)

**Question Four**

- a) The Management of Tunda Mbili has just completed a Search Engine Optimization Process (SEO) for the firm. Explain **FIVE** benefits the firm stands to gain from this new development. (10 Marks)
- b) Habari Television Networks recently inducted its new employees on the Different Types of News Reporting. Identify any **FIVE** of these reports. (5 marks)

**Question Five**

- a) Even though the e-mail is the most widely used form of communication within workplaces, it is still not popular with some business firms. Outline **FIVE** factors that could have led to this unpopularity. (10 Marks)
- b) Choose the correct homophone to fill in the blank spaces. (5 Marks)
- i. The travellers had a terrible journey through the ----- (torturous / tortuous) road.
  - ii. We ----- (peel / peal) the orange with a knife.
  - iii. An ----- (Ore / Oar) is used to row the boat.
  - iv. Every airport has a ----- (hanger / hangar).
  - v. If you want to reach God you have to ----- (forgo / forego) worldly pleasures.