



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION

FIRST YEAR THIRD SEMESTER EXAMINATION FOR

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CRAFT CERTIFICATE IN SUPPLY CHAIN MANAGEMENT AND

BUSINESS MANAGEMENT

1903&1906/105/CS: COMMUNICATION SKILLS

DATE: 15/12/2020

TIME: 8.30-11.30 AM

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## INSTRUCTIONS:

This paper consists of **TWO** sections; **A** and **B**.

Answer **ALL** the questions in both sections in the answer booklet provided.

**Candidates should answer the questions in English.**

### SECTION A (32 marks)

Answer **ALL** the questions in this section.

1. State **three** uses of feedback in the process of communication. (3 marks)
2. Outline **four** ways in which employees can make customers trust an organization. (4 marks)
3. You have been invited for an interview at Mawa Limited. State **three** ways in which you would prepare for the interview. (3 marks)
4. Outline **two** circumstances where a notice would be the most appropriate channel of communication in an organization. (2 marks)
5. List **four** parts of a memorandum. (4 marks)
6. State **three** principles of effective communication. (3 marks)
7. Outline **three** advantages of using the observation method to collect data when writing a report. (3 marks)
8. List **four** advantages of using a mobile phone to communicate. (4 marks)
9. State **three** situations where it would be necessary to give an oral report. (3 marks)
10. Give **three** reasons why it is necessary for an organization to communicate to a candidate after an interview. (3 marks)

**SECTION B (68 marks)**

Answer **ALL** the questions in this section

11. (a) Outline **three** types of business letters. (3 marks)
- (b) You are employed by Matawi College of Technology and Computing, a small college that provides a range of training and education. The HOD – Computing has discovered that a computer virus has been introduced to the computers by discs brought in by students. He has decided to introduce a system whereby all discs are checked for virus before they can be put into the computers. Write a memo about this. (13 marks)
12. (a) State three purposes of communication. (3 marks)
- (b) Water supply will be suspended for one day on 20th December 2020 for cleaning of water tank. Write a notice advising the residents to store water for at least a day. (12 marks)
13. a) State **five** roles played by the chairman during a meeting. (2 marks)
- b) You have recently passed your craft certificate course examination and wish to pursue a diploma course in Public Relations at Makena College. Write a letter to the college enquiring about the course. (15 marks)
14. a) Outline **two** advantages of using E-mail in communication. (2 marks)
- b) The General Manager of Baraka Hotel is concerned about the increased levels of customer complaints over the services offered at the hotel. As a Public Relations Assistant, you have been requested to investigate the matter. Assuming that you have completed the investigation, write a report. (18 marks)