



# MACHAKOS UNIVERSITY COLLEGE

(A Constituent College of Kenyatta University)  
University Examinations for 2013/2014

SCHOOL OF HUMANITIES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

**Examination for Diploma in Hospitality Management**

**COMMUNICATION SKILLS**

**Date: 17/7/2014**

**Time: 2:00 – 4:30 PM**

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## INSTRUCTIONS:

Answer four questions

1. (a) Define “barriers” to effective communication. (2 marks)  
(b) Discuss four ways of oral communication. (8 marks)  
(c) Explain three reasons why a communicator should prefer to use oral communication more than other forms. (15 marks)
2. (a) List five patterns of communication in a firm. (5 marks)  
(b) With the help of a diagram explain vertical communication is carried on within an organization. (15 marks)  
(c) Highlight five ways of downward communication. (5 marks)
3. (a) What is horizontal communication. (5 marks)  
(b) With the help of a diagram explain how horizontal communication is more complicated at the however levels of the organization structure than in the upper ones. (15 marks)  
(c) Explain why horizontal communication is more complicated at the lower levels of the organization structure than in the upper ones. (5 marks)
4. (a) What is external communication. (5 marks)

- (b) With the help of a diagram explain external communication in relation to a firm's operations. (15 marks)
- (c) List five ways of external communication that a manager can use while executing his management duties. (5 marks)
5. (a) Discuss the importance of internet connectivity in any learning institution. (10 marks)
- (b) The use of short message service (sms) to communicate has become quite common. Explain three disadvantages of using this method of communication. (9 marks)
- (c) Explain three benefits of body language (non-verbal) communication that a transmitter can enjoy while passing information in face-to-face situation. (6 marks)
6. (a) Explain five factors that should be considered when selecting a medium of Communication. (10 marks)
- (b) The use of mobile phones has gained preference in office communication today. Explain the reasons that may have contributed to this. (10 marks)
- (c) Highlight five barriers to effective communication. (5 marks)