



MACHAKOS UNIVERSITY

University Examinations 2021/2022

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES - TVET

FIRST YEAR/FIRST SEMESTER EXAMINATIONS FOR

DIPLOMA IN INFORMATION COMMUNICATION AND TECHNOLOGY:

2920/104/CS

SUPPLY CHAIN MANAGMENT: 2903/104/CS

BUSINESS MANAGEMENT: 2906/104/CS

COMMUNICATION SKILLS

DATE: 26/11/2021

TIME: 11:30 – 2:30 PM

INSTRUCTIONS

ANSWER ALL THE QUESTIONS

QUESTION ONE (20 MARKS)

- (a) State and explain **six** principles of communication. (12 marks)
- (b) Outline **four** ways in which an individual may enhance effective listening. (8 marks)

QUESTION TWO (20 MARKS)

- (a) State and explain the **six** key stages in communication process. (12 marks)
- (b) Describe **four** ways of overcoming barriers to effective communication. (8 marks)

QUESTION THREE (20 MARKS)

- (a) Citing **two** examples of each, differentiate between formal and informal communication. (10 marks)
- (b) Outline **five** reasons that make managers prefer to use formal communication. (10 marks)

QUESTON FOUR (20 MARKS)

- (a) Describe **five** benefits of horizontal communication in an organization. (10 marks)
- (b) List **five** merits and **five** demerits of vertical communication. (10 marks)

QUESTION FIVE (20 MARKS)

- (a) Highlight **five** reasons why most managers prefer written communication when giving instructions. (10 marks)
- (b) Grapevine is an unofficial communication network, which ignores formal channels of communication and spreads rumors and gossip at all levels of an organization. Explain **five** different ways in which an organization can use grapevine to supplement the formal channels of communication. (10 marks)