



MACHAKOS UNIVERSITY

University Examinations 2020/2021

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF LINGUISTICS AND LANGUAGES

FIRST YEAR SECOND SEMESTER EXAMINATION FOR

CERTIFICATE IN SUPPLY CHAIN MANAGEMENT

CERTIFICATE IN BUSINESS MANAGEMENT

COMMUNICATION SKILLS

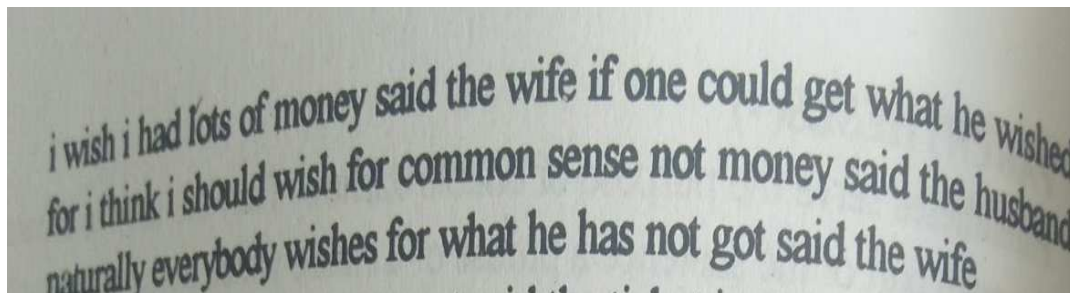
DATE: 6/9/2021

TIME: 11:30 – 2:30 PM

INSTRUCTIONS

This paper consists of FIVE questions. Answer ALL the questions. Do not write on the question paper.

1. a) Explain FIVE ways in which an employee may exhibit etiquette in an office (10 marks)
b) Explain FIVE ways in which an employee in an organization should portray diplomacy when handling customers. (10 marks)
2. a) Highlight FOUR main characteristics of a good paragraph. (10 marks)
b) Describe FOUR types of essays (10 marks)
3. a) Punctuate the following paragraph correctly. (10 marks)



- b) The Company in which you work as the Human Resource Manager requires a Sales Executive. Prepare an advertisement inviting qualified persons to be placed in one of Dailies in three days' time. (10 marks)
4. a) Write a circular letter to inform your customers of your new company address. Include the following points:
- You will move on the 1st of next month;
 - Telephone, fax numbers and email addresses will not change;
 - The move is due to the expansion of the company;
 - Apologize for any disruption to business (10 marks)
- b) You are Mutai, the secretary of M. B. High School, Nakuru. You have been asked to inform students of class VII and VIII about an Inter School Dramatics Competition. Draft a notice for the students' Notice Board with all the required details in not more than 50 words. Put the notice in a box. (10 marks)
5. Read the passage below and then answer the questions that follow.

Every business, during the course of its existence, will face a near collapse experience. This is a period characterized by **harsh** business conditions such as low sales, low employee morale, low profits, small market share and low innovation among others. While some manage to recover from this period and bounce back stronger than before, others do not.

There are many factors that are responsible for this near collapse experience. Some of them are self-inflicted and others are not. Self-inflicted factors are the internal forces within the business which the management has control over and can manipulate. They include lack of entrepreneurial skills such as risk taking, lack of innovativeness and originality among others. Another factor is lack of managerial skills in areas such as business planning, coordination, communication and marketing. In addition, **inadequate** finance has continued to hinder the growth of businesses the world over. Although banks and other financial institutions have improved their lending policies, interest rates are still way beyond the reach of many entrepreneurs due to lack of collateral to secure loans.

Many entrepreneurs also lack adequate technical skills in areas such as production and operational management. For a long time, many people have ventured into businesses without proper self-assessment to determine if they have **what it takes**. This has frustrated them after starting because they identify the problem when it is too late and the investment is at stake.

Besides the internal factors, external factors too affect the performance of a business. External factors are those forces outside the business which may hinder or facilitate the operations of a business. Infrastructure is one such factor. Poor infrastructure, for example, increases the cost of doing business and lowers operations. Further, political and legal factors seriously affect business operations by providing either an enabling or a restrictive environment. Political stability is **instrumental** in facilitating a quick return on investment and healthy competition in business.

Another external factor is competition. Although business experts argue that competition is inevitable, it can hinder business operations if it is unhealthy. An entrepreneur should, therefore, be protected from unfair competition such as counterfeit goods, **illicit** imports and dumping which continue to threaten the survival of many businesses. Moreover, inadequate markets discourage entrepreneurs in their operations. Many people venture into business with the hope of getting a market for their products. However, this has continued to be a nightmare for many of them. Some entrepreneurs complain that besides dumping of counterfeit goods, they are unable to expand the market into other regions.

If these factors are not well controlled, they can lead to the collapse or retardation of a business. Hence, it is necessary for entrepreneurs to know how they can revive their businesses if faced by such scenarios. Some of the measures which an entrepreneur can take include **coming up with** business strategies to give the business a sense of direction and retain focus in its operations. A business must also constantly analyse its human capital to determine the skills levels so as to know when to upgrade in order to be competitive. Besides, one must understand customer needs and wants so as to strive to satisfy them. If these measures are in place, it is likely that a business will be able to overcome the challenges it may face and even grow into a big business empire.

Adapted from: KASNEB Newslite Issue No. 3, July – September 2015

- (a) State the meaning of the following words and phrases as used in the passage:
- (i) harsh;
 - (ii) inadequate;
 - (iii) what it takes;
 - (iv) Instrumental;
 - (v) Illicit;
 - (vi) Coming up with. (6 marks)
- (b) In about 150 words, and according to the passage, explain the factors that may cause a business to collapse. (14 marks)