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MASINDE MULIRO UNIVERSITY OF SCIENCE & TECHNOLOGY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

MAIN, BUNGOMA AND WEBUYE CAMPUSES

FIRST YEAR SECOND SEMESTER

FOR THE CERTIFICATE IN INFORMATION TECHNOLOGY

COURSE CODE: ITC 016

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 29/04/2022      TIME: 3:00 – 5:00PM

DURATION 1 HOUR 30 MINUTES

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INSTRUCTIONS TO CANDIDATES

1. ATTEMPT QUESTION ONE AND ANY OTHER TWO QUESTIONS.
2. Do NOT Write on this Question Paper

**MMUST** observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over

**QUESTION ONE (24 MARKS)**

- a) i) In today's context, the educational institutes and organizations are interested in team players rather than individual contributors. During group discussion, the panel essentially evaluates the candidate's potential to be a leader and also his/her ability to work in teams because institutes are typically on the lookout for candidates who will inspire to lead and succeed. Discuss six skills assessed during group discussion. (14marks)
- ii) Briefly state at least 5 checklist/ tips for communicating effectively across cultures. (10marks)

**QUESTION TWO (18 MARKS)**

- a) In any organization we have different types of culture existing at workplace. Explain the benefits of workplace diversity (10marks)
- b) Discuss the challenges of diversity in the workplace (8marks)

**QUESTION THREE (18 MARKS)**

- a) i) Discuss communication challenges in today's workplace (8marks)
- ii) Presenting information clearly and effectively is a key skill to get your message or opinion across. Briefly discuss six steps to becoming an effective presenter. (10marks)

**QUESTION FOUR (18 MARKS)**

- a) ) State and discuss different forms of communication citing its advantages and disadvantages (10marks)
- b) Discuss the purposes of communication (8marks)