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(University of Choice)

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR,  
JULY, 2022**

**SUPPLEMENTARY/SPECIAL EXAMINATIONS  
FOR THE CERTIFICATE  
IN  
BUSINESS MANAGEMENT**

**COURSE CODE: CBB: 107**

**COURSE TITLE: COMMUNICATION SKILLS**

**DATE: WEDNESDAY, 3<sup>RD</sup> AUGUST 2022 TIME: 11:00 – 1:00PM**

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**INSTRUCTIONS TO CANDIDATES**

1. Question **ONE** is compulsory, choose Any other **TWO** Questions
2. Marks for each question are indicated in the parenthesis.
3. Examination duration is **2 Hours**

MMUST observes **ZERO** tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

### QUESTION One

A lot of consideration should be taken when written communication. The basic purpose should be clear. When drafting, the writer should use as many strategies as possible to capture the attention of the reader. At this stage the positive qualities of the written communication must be emphasized.

- a) Explain principles of effective writing (10)
- b) What are the benefits of written communication (10)
- c) Explain types of written (10)

### Question two

- a) Audio visual form of communication which messages are send through sound and signs. Explain five types of audio visual communication. (10 marks)
  
- b) Discuss role purpose of communication in an organization as a management tool, (10 marks)

### Question three

- a) Communication and changing technology involves the use of computer and internet in communication, including the internet enabled mobile phone. Discuss the effects of Communication technology on sales and marketing departments in an organization (10 marks)
  
- b) Explain elements of communication as a process (10 marks)

### Question four

- a) Define the following terms
  - i) External communication and internal communication (2 marks)
  - ii) Informal communication and formal communication (2 marks)
  - iii) Organization communication (2 marks)
  - iv) Barriers of communication (2 marks)
  - v) Interpersonal communication and Intrapersonal communication (2 marks)
  
- b) Explain principles of communication. (10 marks)