

60



*(University of Choice)*

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)  
MAIN CAMPUS  
UNIVERSITY EXAMINATIONS  
2021/2022 ACADEMIC YEAR  
SECOND SEMESTER EXAMINATIONS  
FOR THE CERTIFICATE  
IN  
BUSINESS MANAGEMENT**

**COURSE CODE: CBB: 107**

**COURSE TITLE: COMMUNICATION SKILLS**

**DATE: THURSDAY, 21<sup>ST</sup> APRIL 2022**

**TIME: 3:00 -4:00PM**

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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) What are the advantages of written communication (10)
- b) Explain the difference between Intrapersonal Communication and Interpersonal Communications. (10)
- c) Define
  - i) Organizational communication (2 marks)
  - ii) informal communication (2 marks)
  - iii) Formal communication (2 marks)
  - iv) Internal communication (2 marks)
  - v) External Communication (2marks)

### Question two

- a) Communication is effective only when both the sender and the receiver are focused on the act of communication. While the sender must sharpen and improve skills of speaking and writing, the receiver must improve skills of listening and reading. The qualities of communication which the sender must achieve are called the essentials/principles of effective of Communication. Discuss principles of communication. (10 marks)
- b) Discuss role purpose of communication in an organization (10 marks)

### Question three

- a) Role of ICT in communication is emerging issue, ICT involves the use of computer and internet in communication, including the internet enabled mobile phone. Discuss the effects of Communication technology on business productivity (10 marks)
- b) Explain elements of communication as a process (10 marks)

### Question four

- a) Communication is not always successful. Several things can prevent the message from reaching the intended recipient or from having the desired effect on the recipient. Explain the three types of barriers to effective communication giving examples, physical barriers, organizational barriers and socio-psychological barriers. (10 marks)
- b) Explain communication as a tool of management. (10 marks)