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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE CERTIFICATE IN BANKING AND FINANCE

Date: 9th December, 2024
Time: 11.30am –1.30pm

CCU 001 - COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

The advent of technology has revolutionized the way we communicate, transforming our personal and professional relationships. With the rise of smartphones, social media platforms, and instant messaging apps, we are now able to connect with people from all over the world in real-time. While these advancements have undoubtedly brought many benefits, they have also raised concerns about the impact on interpersonal communication and the quality of our relationships.

One of the most significant impacts of technology on communication is the increased frequency and ease of contact. In the past, communication was often limited by geographical distance and time constraints. However, with the widespread adoption of technology, we can now connect with friends, family, and colleagues instantly, regardless of their location. This has made it easier to maintain relationships and stay connected with people who are far away.

Another important impact of technology on communication is the shift towards asynchronous communication. Unlike synchronous communication, which occurs in real-time, asynchronous communication allows us to send and receive messages at our convenience. This can be beneficial for people with busy schedules or those who prefer to communicate at their own pace. However, it can also lead to delays in communication and misunderstandings.

Technology has also changed the way we communicate nonverbally. While we may not be able to see or hear each other in person, we can still communicate through our choice of words, tone of voice, and emojis. However, it is important to remember that nonverbal cues can be misinterpreted in online communication, as we are unable to see facial expressions or body language.

Despite the many benefits of technology, it is essential to recognize its potential drawbacks. Overreliance on technology can lead to social isolation and a decline in face-to-face communication. It can also create a sense of FOMO (fear of missing out) and contribute to feelings of anxiety and stress.

In conclusion, technology has had a profound impact on the way we communicate. While it has brought many benefits, it is important to use it wisely and be mindful of its potential drawbacks. By understanding the impact of technology on communication and developing effective communication skills, we can harness its power to strengthen our relationships and improve our lives.

- a) Discuss the significant impacts of technology on communication, focusing on the increased frequency of contact and the shift towards asynchronous communication. (5 marks)
- b) Explain how technology has changed the way we communicate nonverbally, considering the potential for misinterpretation. (4 marks)
- c) Evaluate the benefits and drawbacks of overreliance on technology for communication. (5 marks)
- d) Discuss the ethical implications of using technology for communication, considering issues such as privacy and online harassment. (4 marks)
- e) Explain the concept of FOMO and its impact on communication and relationships. (4 marks)
- f) Propose strategies for using technology effectively to enhance communication and strengthen relationships. (4 marks)
- g) Compare and contrast the advantages and disadvantages of synchronous and asynchronous communication. (4 marks)

QUESTION TWO (20 MARKS)

Office etiquette is an important company culture. Observing and following office etiquette helps create a positive and efficient working culture. It also helps earn a good reputation and further enhances productivity and overall performance at work. The cultural values of a company do not determine it but rather very good manners and common courtesy.

- a) What is office etiquette? (2 marks)
- b) Explain any four common courtesies that you are going to practice as an employee (8 marks)
- c) Describe four types of business etiquette. (8 marks)
- d) State two importance of practicing office etiquette. (2 marks)

QUESTION THREE (20 MARKS)

- a) Traco is a newly established processing company that holds staff meetings every month. This is mainly to discuss challenges faced during the month and how to overcome them. As one of the workers, you have been appointed as the secretary to take the minutes. (2 marks)
 - i) What are minutes
 - ii) Explain any three strategies you are going to employ to ensure you don't miss out on any important point. (6 marks)
 - iii) Explain the following components of minutes. (6 marks)
 - a. Agendas
 - b. In attendance
 - c. Matters arising
- b) Give two reasons for writing minutes during meetings. (2 marks)
- c) Explain two qualities of a good secretary. (4 marks)

QUESTION FOUR (20 MARKS)

- a) Communication is a skill, an art and a science. Highlight six elements you would engage in the communication progression to achieve your desired end. (6 marks)
- b) Email is an official mode of communication in an organization. Outline six areas of email etiquette that you would consider as you engage in its use. (6 marks)
- c) Explain four types of interviews you will conduct as a manager in an organization (8 marks)

QUESTION FIVE (20 MARKS)

- a) Outline the different elements of communication that need to be present for a communication process to happen (4 marks)
- b) You have been selected for an interview for the position of vice chancellor at KWUST. Write a curriculum vitae showcasing your expertise in the position. (8 marks)
- c) Explain the 4Ws in the Laswell's model of communication. (8 marks)