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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2022/2023 ACADEMIC YEAR
FIRST YEAR ,FIRST SEMESTER END OF SEMESTER EXAMINATION
DIPLOMA IN ACCOUNTING
DCU 1001-COMMUNICATION SKILLS

Date: 25th July 2022
Time: 11.30am-1.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE COMPULSORY (30 MARKS)

READING COMPREHENSION

Read the passage below and use it to answer the questions that follow.

THE ROLE OF GOOD CIVIC EDUCATION

From the time we are born we are always learning. Our learning takes place in many different ways. When we are young, we learn through the things we do every day. Schools also provide a lot of learning opportunities. Learning at school is formal because the material to be learned is controlled and provided at different levels. Moreover, it takes place in supervised settings where the learner's progress is closely monitored.

Learning does not, however, stop when we leave school. As we learn more and understand the world better, we are able to make better decisions. Having knowledge gives many advantages in life. Gaining knowledge is a lifelong process. Part of this ongoing experience is given through civic education. Civic education deals with acquiring the information and skills that we need in order to play our roles as citizens responsibly and effectively. This learning is largely informal. The knowledge and skills we gain from it give us a better understanding of what is required of us as citizens. This understanding ultimately makes us better citizens. Learning through civic education is intended to have many positive results.

When our understanding of the affairs of the world has improved, we are able to play a more valuable role in the activities and discussions concerning all citizens. It also helps us to understand other people's views and be able to seek agreement with people on a wide range of subjects. It also contributes to the growth of a more tolerant and mature political culture in our society.

Civic education should cover important aspects of good citizenship. This includes information on what a nation state is and how it is formed. It should also sensitize people on the differences between nation-state, ethnic groups and ethnicity. It is important that the citizens appreciate the challenges encountered in forming a nation state and how to handle the challenges.

Modern nation states are governed by the principles of democracy. When a nation state moves towards democracy, we say that it is in the process of democratization. Democracy is based on allowing the individual to decide the way he or she is to be governed. It is important, therefore, for democratic governments to create the process through which people can be involved in making decisions. A good civic education should sensitize people on the obligation and responsibilities expected of them in the creation of a more democratic state.

It is important that the citizens are made aware of the general rules which provide the general guidelines for the management of a country by its government and the action of all the citizens. Together, these rules form the constitution. Lastly, a sound civic education should explain something about governance or management of public affairs, being the basis of any society which claims to be just and democratic. The citizens should be made aware of how governments spend their taxes since proper financial management can do a lot to improve the life of the average citizen. All this calls for good leadership and if civic education throws some light on what makes good leadership, so much the better.

- a) In not more than **50** words, explain the areas that a good civic education should cover. (10 marks)
- b) Explain the meaning of the following words and phrases. (5 marks)
 - Valuable role -
 - Tolerant-
 - Good citizenship-
 - Democratization-
 - Ethnic-
- c) Imagine you were requested to give a speech on the passage above. Discuss how you would ensure you are able to manage stage fright and deliver an effective speech (5 Marks)
- d) Describe any three audio visual tools of communication you could use during your speech. (6 Marks)
- e) List any four channels of communication in the communication process a public speaker can use as they are making their presentations of the passage above (4 Marks)

QUESTION TWO (20 MARKS)

- a) Body direction concerns the way in which the body may convey signals about a person's feelings. Discuss the four ways this can be achieved. (8 Marks)
- b) A significant part of a report is the Terms of Reference. List three items contained in this part of a report (6 Marks)
- c) Explain any three ways an interviewer should prepare for an interview to ensure it is conducted effectively (6 Marks)

QUESTION THREE (20 MARKS)

- a) Social media has become an integral part of our society and communication. Outline five reasons why an organization may use social media to advertise its products. (5 Marks)
- b) Informal communication is inevitable in any organization. Discuss any four types of grapevine communication in an institution (8 Marks)
- c) Discuss the reasons why it is important for a secretary to write a notification of a meeting before the meeting (7 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain any five barriers caused by the sender or receiver and state how these barriers can be overcome (5 Marks)
- b) To be classified as a good communicator, you must possess certain skills in speaking and listening. Describe five principles of effective communication that can help a communicator to speak effectively. (10 Marks)
- c) Explain the roles of an application letter as an important document in a job application process.(5 Marks)

QUESTION FIVE (20 MARKS)

- a) Imagine you are a new graduate from the university seeking employment. Write a detailed curriculum vitae that you would use to search for a job. (12 Marks)
- b) Discuss four types of meetings that can be organized by employees in an organization to ensure issues affecting them are discussed conclusively. (8 Marks)