



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

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

Date: 5th August, 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)

Technological development is causing constant changes in the way people work; for example: use of software that allows one to be more productive, handheld computers that allow one to stay organized and connected and cellular phones that connect people to the internet.

Most organizations have adopted Remote Technology, which allows people to work away from the office using such channels as notebook computers, digital pagers, and personal digital assistants (PDAs) and cellular phones among others.

Technology reduces time to complete tasks and projects. It increases efficiency, thus yields results in lower costs and higher profits. Technology can also reduce time required to complete a task by enabling you to recycle information, which eliminates the need to re-create and rekey data.

Technology makes the way we work more convenient. With technology, business correspondences can be sent through email, fax machines, pagers, voice messaging, documents and telephones among others.

Technology offers workers convenience. For example, correcting errors for accuracy in electronic documents can be done instantly by deleting a character, word, phrase or entire document, then typing the new information. Technology however poses a challenge to the illiterate and semi-illiterate; for instance, a person without basic computer skills cannot key in even the simplest information to a computer among other challenges.

Questions

- a) Draft a curriculum vitae you will carry with you for an interview for the position of Technology Developer **(8 marks)**
- b) Explain any three principles of effective communication that the author has employed in the excerpt **(6 marks)**
- c) Discuss three ways in which technology has transformed the way people work according to the passage **(6 marks)**
- d) Assuming you have been invited for an interview by a company promoting technological advancement, explain four ways how you would prepare for the interview? **(8 marks)**
- e) Give the passage an appropriate title **(2 marks)**

QUESTION TWO (20 MARKS)

- a) John, a student in JKUAT wanted to reach his friend Caroline, at Kenyatta University for some information. As an effective communicator, elaborate the communication stages that he went through to accomplish his mission. **(8 marks)**
- b) Explain 2 communication elements applicable to make the above process complete. **(4 marks)**
- c) If at some point Caroline lost interest in the conversation and stopped paying attention to John, discuss four reasons that may have contributed to that. **(8 marks)**

QUESTION THREE (20 MARKS)

- a) Outline four considerations you would apply as a chairperson in a meeting you have called to deliberate on technology at your organization **(4 marks)**
- b) You are the head of the Journalism Club at your campus. The club is organizing an entertainment event, "GEN Z VIVA," which aims to celebrate the young students within your school community. Write a notice to inform all students about the event, including its date, time, venue, and the activities planned. Encourage students to attend and participate **(10 marks)**
- c) Explain at least THREE barriers to effective communication that technology can help you to overcome **(6 marks)**

QUESTION FOUR (20 MARKS)

- a) Elaborate four reasons why employees engage in communication within an organization **(8 marks)**
- b) Outline the different elements of communication that need to be present for the communication process to happen according to Lasswell model of communication **(4 marks)**
- c) Image is a key aspect in the growth of every organization. Parliament is not an exception. Explain how public relations can help parliament managers to achieve the organization's prosperity. **(8 marks)**

QUESTION FIVE (20 MARKS)

- a) Kiriri Women's University of Science and Technology is hosting student guests for a research conference. As the dean of students, outline six ways through which you will demonstrate your exemplary service and etiquette as you receive the student guests. **(6 marks)**
- b) You have been appointed as the new manager at Tin to Ler hotel. You need to organize for a meeting to engage with the employees.
 - i) Explain any three possible challenges that you are likely to face during the meeting. **(6 marks)**
 - ii) Write an email to your employees informing them about the meeting **(8 marks)**