



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 DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 7th August, 2024
Time: 8.30am – 10.00am

KLC 2101 COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the passage below and then answer the questions that follow.

People must be careful the kind of personal information they post on sites. It is difficult to imagine life in what seems like a century ago without the internet and the cell phone. Just how did we manage our lives before the age of instant communication at a fraction of the cost of the landline? As a little child in 1960's, I could not visualize what my teenage sons do with technology today. Could I have even dreamt of a cell phone, a device that I could have taken to school with me and been able to chat with my friends wherever I was and whenever I wanted? You know the answer. However, today's heaven of instant communication can easily turn into the hell of deadly sin. I mean quite literally. Instant communication devices and portable entertainment products could of course be addictive to anybody, but such addiction can be particularly destructive to young people in school. They can distract students from homework and house chores. They can also damage ear drums. Think of the **ubiquitous** iPod which the youth equate to oxygen without which life is unsuitable!

I have even seen some grown men behaving like teenagers with iPods! Last year, a person was killed by a vehicle that spun out of control and hit him as he crossed the road somewhere in the United States. The footage showed clearly that the victim could have heard or seen the rogue vehicle had his ears not been plugged up to loud music. While I do not want to sound like a Neanderthal, I nevertheless would like to reflect on the perils of this new gadgetry and technology. The first obvious point is that not all technology is good. Think of the A-Bomb for example, and you get my point. I disagree with those who argue that it is not technology that is bad, but the users who misapply it. This is how some scientists justify their **abdication** of social responsibility. Thus we do not have to buy every little silly gadget that market puts out. Haven't you noticed that the companies always time the release of these gadgets to Christmas, or some other consumer holiday? They surely know how to apply peer pressure and pit children against parents as a marketing tool. Sometimes I wonder whether capitalism can be any more devious! To be sure I cannot gainsay the benefits of new technologies. The computer and the internet are without doubt the greatest inventions of our age. Information and knowledge that was inaccessible just several decades ago is now a click away even in the remotest village in the world.

And it is all quite cheap. Access to information and knowledge is being democratized in a way that was unthinkable just a few decades ago. Think about the revolution of the cell phone for the individual communication and business transactions. Landlines are becoming virtually obsolete. It is this revolution that should lift millions out of poverty in the near future. But these advances come with **perilous** clouds over them. I particularly, I want to focus on social networking sites and the dangers of the instant transmission of information and images. We have known for a long time that the internet is the new Wild West where everything goes. Countries that are afraid of democracy and dissent, like China or Syria, limit, monitor, control, censure or deny access to the internet. They claim they must keep at bay pornography and sexual predators like pedophiles who troll the internet with demonic schemes. These are real problems, but do not think that censorship is the answer. Cyber surveillance by law enforcement and the prosecution of these **malignant** forces is the only effective and civilized response. But individuals must themselves act responsibly. Ultimately, the **pivot** of any democracy responsible citizen action. This is where parents, civil society and the media come in. Take Face Book, the wildly popular social networking site, for example. Some of the things I have seen there are downright stupid, dangerous, malevolent or just plain crazy.

Teenagers on these sites sometimes communicate with imposters bent on luring the naïve to a dead end. How many times have we seen reports of some 60-year-old pervert posing as a teen? Even scarier, how many times have we read about such **rendezvous** ending in a fatality? There are other less deadly, but very destructive dangers. Prospective employers are increasingly looking into social networking sites for personal information about applicants. Even some colleges are snooping around for information about prospective students. There are reports that some people have been rejected because of the personal information they posted to the sites. Such information has ranged from **lurid** pictures to abusive language. This means that young folks must be very careful about posting intimate details including personal pictures and other personal data such as birth dates, personal ID numbers and home address on such sites. Such information about yourself can only hurt you if displayed for the entire world to see. Teenagers need to be particularly careful about the new fad of “**sexting**”. This is an epidemic in New York among teenagers. Teens and other young people are sending nude pictures of themselves to their friends or lovers. A large number of such pictures have been shared widely beyond the intended audience. In one case, a child whose nude pictures were revealed took her own life. It can cause untold grief.

- a) According to the information given in the passage, infer **three** ways in which people would communicate with one another a century ago. (6 marks)
- b) Highlight **five** negative effects of the internet as depicted in the comprehension above. (5 marks)
- c) Infer the meanings of the following words as used in the passage:
 - i) Abdication (2 marks)
 - ii) Perilous (2 marks)
 - iii) Rendezvous (2 marks)
 - iv) Malignant (2 marks)
 - v) Pivot (2 marks)
- d) You are a students’ leader at KWUST. You have been requested by the Dean of Students to prepare for a one- hour session for an oral presentation on ‘Effects of Internet Abuse’. This presentation has been scheduled for the first years Orientation Day. State four aspects of oral presentation that you need to consider in order to be effective. (8 marks)
- e) Provide an appropriate title for the passage above. (1 mark)

QUESTION TWO (20 MARKS)

- a) Zainab has been given a take away assignment by her lecturer, due in two weeks' time. She has come to you for advice on how she should present her work. Break down to her in detail on the structure and relevance of how the assignment should be presented.
(10 marks)
- b) Discuss **five** barriers to effective communication within an organizational setting and suggest possible strategies to overcome them.
(10 marks)

QUESTION THREE (20 MARKS)

You are tasked with delivering a presentation on a new project proposal to stakeholders. During your presentation, you notice some stakeholders showing signs of confusion.

- a) Explain how you would adjust your verbal and nonverbal communication to clarify the message.
(10 marks)
- b) Explore **five** reasons, behind the visual aids you could use to enhance understanding and engagement.
(10 marks)

QUESTION FOUR (20 MARKS)

- a) You have been approached by your fellow youth to write an essay to be presented to the president, on reasons why the Kenyan Finance Bill 2024 is punitive to the youth and why it should be rejected as part of the petition against the bill, come up with at least three- well-developed-paragraphs argument on the task at hand.
(10 marks)
- b) Casey is a high school student who often struggles to keep up with schoolwork and frequently feels overwhelmed during exam periods. She typically studies by reading her textbook the night before an exam and often finds it difficult to recall the information during the test. Casey has asked for advice on how to improve her study habits. Explain at least **five** effective study skills that Casey could use to improve her retention and understanding of the material.
(10 marks)

QUESTION FIVE(20 MARKS)

- a) The SQ3R strategy is a comprehensive reading method designed to improve comprehension and retention of information. Provide a practical example of how you would apply this strategy to a chapter in a Communication Skill course book.
(10 marks)
- b) In the context of effective communication, the 7Cs model outlines key principles to ensure messages are conveyed clearly and effectively. Describe at least any 5Cs of communication, by providing a real-world example for each to illustrate their application.
(10 marks)