



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, 2016/2017 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION FIRST SEMESTER**

DBA 001 - COMMUNICATION SKILLS

Date: August, 2016
Time:

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Communication is the blood of any business organization, Explain. (8 Marks)
- b) You have been invited to talk to young entrepreneurs, explain to them some forms of communication skills they should use today for success in their business. (7 Marks)
- c) After an interview, Gladys was told. "Although you qualify academically, you failed in the process of interview", explain what led to this. (8 Marks)
- d) Explain the essentials for effective discussion skills. (7 Marks)

QUESTION TWO (20 MARKS)

- a) Explain the candidate's preparation for the interview and precautions. (8 Marks)
- b) State the purpose of resume. (5 Marks)
- c) Every activity is an act of communication. Discuss. (7 Marks)

QUESTION THREE (20 MARKS)

- a) A group was given a topic to discuss and present their findings, but at the end they did not. Explain what must have lead to this. (6 Marks)
- b) Explain the necessary step you will take before presentation. (7 Marks)
- c) The Safaricom company wishes to establish mobile network work in your village explain some considerations they are to look into in line with communication. (7Marks)

QUESTION FOUR (20 MARKS)

- a) You are the secretary of a company, advice your Manager on the necessary steps to take before the interviewees arrive. (7 Marks)
- b) Explain the communication situation. (6 Marks)
- c) Explain principles of effective communication. (7Marks)

QUESTION FIVE (20 MARKS)

- a) Communication has its challenges in business. Explain. (7 Marks)
- b) How has technological communication made communication better? (7 Marks)
- c) Oral communication can be taken for granted. Explain. (6 Marks)