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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION, COMPUTER SCIENCE)
AND BBIT

Date: 11th April, 2023
Time: 11.30am –1.30pm

KLC 001 - COMMUNICATION SKILLS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

Read the following passage and answer the questions that follow:

Academic integrity is often associated with plagiarism, but did you know that it includes much more? Academic integrity is an intricate piece through the entire process of completing an assignment or paper — starting with researching your topic and selecting credible sources to including your own original and academic voice and using tutoring services responsibly. In this article, we will define academic integrity, outline common motivators for academic misconduct, and share ways to avoid instances of academic dishonesty. Academic integrity is defined as “the ethical use of information, thoughts, and ideas from which we build original thought to contribute to the academic conversation.” Academic integrity includes the ethical search of information when researching your assignment, selecting ethical and credible sources and information to use in your discussion posts or papers, using available academic supports responsibly and ethically, and communicating the information from others while contributing your own original thoughts in an academically ethical manner. Meeting academic integrity expectations is important because it illustrates your own credibility, the credibility of your university, and the credibility of academic research and scholarship. Academic research is held to a high standard and this ensures that the information produced by academic researchers is as close to the truth as we know and understand it.

Academic researchers (and this includes you as an academic student) are searching for the capital-T “Truth” and this can only happen when academic integrity is maintained throughout the research and writing processes. There are a variety of reasons why someone may not adhere to the school’s policy of academic integrity. We all know that it can be difficult to stay on top of academics with the added stress from life, work, family, social and political issues, and the COVID-19 pandemic. When we become stressed, it impacts our ability to make positive choices. Particularly in their first few classes at the University of Arizona Global Campus (UAGC), many students often struggle with time management. Faced with the aforementioned stressors in life, as well as many others not listed, students often put off working on their assignments until the last minute, causing a time crunch. In situations such as these, the Academic Integrity department always recommends reaching out to instructors for a possible extension.

Even turning in an original assignment a day late is better than getting a zero for being flagged for academic dishonesty. In addition, many students are potentially vulnerable to academic dishonesty by not knowing the online scams out there, and not utilizing the resources at their disposal. One recent study suggested that when students observe others using online cheating sites, they are more inclined to do so themselves (Rettinger & Kramer, 2009).

Source: The University of Arizona (<https://www.uagc.edu/blog/what-is-academic-integrity-and-how-can-i-achieve-it>)

- a) Write a 50-word paraphrase of the above passage. Be sure to cite your work using the APA format. [9 marks]
- b) What is plagiarism? [2 marks]
- c) State five steps you would take to avoid plagiarism while completing your university assignments. [5 marks]
- d) Explain how the author of the above passage effectively utilizes the topic sentence in their writing. [8 marks]
- e) State three features of academic writing, briefly explaining how the author makes use of them in the above passage. [6 marks]

QUESTION TWO (20 MARKS)

- a) You are in a meeting with a group of colleagues to discuss a new project. Your task is to listen actively and take notes on the key points discussed. Discuss how you would achieve this. [8 marks]
- b) Briefly discuss the circumstances where one would prefer written communication over other forms of communication. [4 marks]
- c) State and explain four listening styles. [8 marks]

QUESTION THREE (20 MARKS)

- a) You are about to make a presentation before your classmates on a topic of your choice. Briefly explain the forms of oral presentation you would use. [8 marks]
- b) Assume you are the head of communication in a local bank, how would visual communication help improve your bank's image? [8 marks]
- c) Differentiate between formal and informal communication channels. [8 marks]

QUESTION FOUR (20 MARKS)

- a) Differentiate between extensive and intensive reading. [4 marks]
- b) Identify features of a good report. [6 marks]
- c) "The transactional model of communication best describes our day-to-day communicative activities." Assess the validity of this claim. [10 marks]

QUESTION FIVE (20 MARKS)

- a) Assuming you seek an internship opportunity at Mambo Microsystems Ltd, a Nairobi-based company that offers employment opportunities across various disciplines. Write a formal letter expressing interest in your position of choice. [8 marks]
- b) Identify four barriers to effective communication and explain the strategies you would apply to address them. [6 marks]
- c) As the CEO of Kenya Commercial Bank, briefly explain some of the strategies you would employ to ensure you communicate effectively to your employees and clients. [6 marks]