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

Date: 14<sup>TH</sup> DECEMBER 2022  
Time: 8.30 am – 10.30 am

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

King Louis XVI and Queen Marie Antoinette ruled France from 1774 to 1789, a time when the country was fighting bankruptcy. The royal couple did not let France's insecure financial situation limit their immoderate spending, however. Even though the minister of finance repeatedly warned the king and queen against wasting money, they continued to spend great fortunes on their personal pleasure. This lavish spending greatly enraged the people of France. They felt that the royal couple bought its luxurious lifestyle at the poor people's expense.

Marie Antoinette, the beautiful but exceedingly impractical queen, seemed uncaring about her subjects' misery. While French citizens begged for lower taxes, the queen embellished her palace with extravagant works of art. She also surrounded herself with artists, writers, and musicians, who encouraged the queen to spend money even more profusely.

While the queen's favorites gluttoned themselves on huge feasts at the royal table, many people in France were starving. The French government taxed the citizens outrageously. These high taxes paid for the entertainments the queen and her court so enjoyed. When the minister of finance tried to stop these royal spendthrifts, the queen replaced him. The intense hatred that the people felt for Louis XVI and Marie Antoinette kept building until it led to the French Revolution. During this time of struggle and violence (1789-1799), thousands of aristocrats, as well as the king and queen themselves, lost their lives at the guillotine. Perhaps if Louis XVI and Marie Antoinette had reined in their extravagant spending, the events that rocked France would not have occurred.

- a) In not more than 50 words, summarize the first paragraph of the passage. (6Marks)
- b) Imagine you were making a public presentation about the French Revolution. Highlight six main points from this passage you would include in your speech. (6 Marks)
- c) Describe any six non-verbal communications you can use during your presentation in question (b) above. (6Marks)
- d) Explain any three audio-visual aids of communication a presenter can use to enhance the effectiveness of their message. (6Marks)
- e) Explain any three barriers to communication caused by external factors that can affect the delivery of your message. (6 Marks)

## **QUESTION TWO (20 MARKS)**

- a) Discuss four important aspects that one needs to consider as chairpersons of a meeting to ensure that the meeting is successful. (8 Marks)
- b) During an interpersonal communication between you and your boss, several elements are considered for the communication to be complete. Elaborate on three of those elements. (6 Marks)
- c) Discuss three basic types of listening you will employ as a manager in your organization. (6 Marks)

## **QUESTION THREE (20 MARKS)**

- a) Explain any four principles of communication. (8 Marks)
- b) Using examples describe any three important parts of a curriculum vitae. (6 Marks)
- c) Discuss any three challenges an organization may encounter while conducting meetings. (6 Marks)

## **QUESTION FOUR (20 MARKS)**

- a) Communication is not always successful when giving out a speech. Several things can prevent the message from reaching the intended recipient. Explain three barriers to effective listening from your audience. (6 Marks)
- b) Discuss the four basic levels of communication that happen within an organization. (8 Marks)
- c) Etiquette includes the code of ethical behavior in relation to professional practice or action among members of a profession dealing with each other. Outline any six areas of official etiquette. (6 Marks)

## **QUESTION FIVE (20 MARKS)**

- a) Write an internal memo as the Head of Department in your organization, informing your staff about a three days training happening in the next two days. (8 Marks)
- b) Discuss three types of interviews an individual can attend in his or her lifetime as an employee. (6 Marks)
- c) Elaborate how communication process happens within the members of staff in an organization. (6 Marks)