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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER EXAMINATION
FOR THE DIPLOMA IN HOSPITALITY MANAGEMENT
DCU 1001: COMMUNICATION SKILLS

Date: 11th April 2023
Time: 11:30am -1:30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS
QUESTION ONE (30 MARKS)

Read the following comprehension and answer the questions that follow:

TECHNOLOGY

Technological advances are causing constant changes in the way we work; for example: Software that allows us to be more productive, handheld computers that allow us to stay organized and connected Cellular phones that connect us to the internet.

Most companies/organizations have adopted Remote Technology, which is technology that 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. Productivity enhancements with technology companies, organizations and businesses have relied on technology to enhance productivity of both products and services, in order to compete globally.

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 reuse or recycle information, which eliminates the need to re-create and rekey data. Technology makes the way we work more convenient. With technology, correspondence can be distributed via methods such as email, fax machines, pagers, voice messaging, documents and telephones among others. Technology offers workers convenience. For example, correcting errors in electronic documents can be done instantly by deleting a character, word, phrase or entire document, then typing the new information.

Technology also enhances quality of communications. For example, telephone voice mail enables a caller to leave detailed and accurate messages about projects, meetings, contact information etc. Another example is in the case of correcting electronic documents, where such electronic tools as spelling checkers, grammar checkers and electronic thesauruses can help produce high quality documents. Technology makes our work environment more pleasant. Technology has improved our environment by streamlining tasks. For example, voice mail has eliminated the need to take written telephone messages. Technology has also helped reduce a lot of the waste found in offices. For example, sending an electronic version of a letter reduces the need for large numbers of paper copies.

Required

- i) Give the passage an appropriate title (2 Marks)
- ii) Summarize the excerpt in not more than 130 words (10 Marks)
- iii) Describe three ways in which technology has transformed the way people work according to the passage (6 Marks)
- iv) Explain four benefits of technology as outline in the excerpt (4 Marks)
- v) Assuming you have been invited for an interview by a company promoting technological advancement, explain how you would prepare for the interview? (4 Marks)
- vi) Using the information given in the passage, describe at least two barriers to effective communication that technology can help you to overcome. (2 Marks)
- vii) Audio- visual communication is an essential counterpart of verbal communication. Explain 2 audio- visual tools a speaker can utilize during a verbal presentation of the above information. (2 Marks)

QUESTION TWO (20 MARKS)

- a) Explain four reasons why it is important to study Study Skills in Kiriri Women University of science and Technology. (8 Marks)
- b) As a student in Kiriri Women University of science and Technology, describesix challenges that you go through while taking notes. (6 Marks)
- c) As a receiver of information in your lecture halls, explain **three** aspects that define your role as a student. (6 Marks)

QUESTION THREE (20 MARKS).

- a) However careful one is when communicating, barriers will sometimes occur. Explain **four** barriers of communication. (8 Marks)
- b) Explain **three** factors to consider when choosing communication media in a company or an organization. (6 Marks)
- c) Using relevant examples, briefly discuss **three** reasons as to why a student at the University ought to perfect their listening skills. (6 Marks)

QUESTION FOUR (20 MARKS)

- a) Natalie a diploma student at KWUST would like to communicate an urgent message to her parent/ guardian. Analyse the following in regard to this communication
 - i) The most effective channel to use (3 Marks)
 - ii) The most effective code of communication (5 Marks)
- b) As a solid campaigner against drug abuse, explain how you would effectively use **Consideration** as a principle of communication when running anti-drug campaigns at your local university. (6 Marks)
- c) Most of our communication is non- verbal, describe in **three** ways how **environment** plays a key role in communication. (6 Marks)

QUESTION FIVE 20 MARKS

- a) A notice is given when an organization intends to hold a formal meeting. Prepare a notice inviting the shareholders of Mjenzi Limited for an Annual General Meeting to be held in the course of next month. (8 Marks)
- b) Lucy has completed her Diploma course at KWST University. She has been invited for an interview at Airtel Communications LTD. As a close friend, describe to her the following two stages of a typical interview process.
 - a) The introductory stage. (3 Marks)
 - b) The conclusion stage. (3 Marks)
- c) Your class mate has been missing for the past four days. Apart from reporting the matter to the police station, explain **three** other ways you would use to try find her. (6 Marks)