



UNIVERSITY EXAMINATIONS: 2024/2025

EXAMINATION FOR DEGREE STUDENTS

UCC104: COMMUNICATION SKILLS

(ROYSAMBU, DAY)

SETTER: ANN MACHARIA

DATE: APRIL, 2025

TIME: 3 HOURS

INSTRUCTIONS: Answer Question One and Any Other Three Questions

QUESTION ONE (10 MARKS)

Mr. Juma is the Finance manager at XYZ Electronics. His laptop has developed technical problems and he has called Joan from the ICT department to go and fix it.

a) With the aid of a diagram explain the communication pathway/pattern exemplified in the case above. (5

Marks)

b) As the General Manager of XYZ Electronics, write a memo to all staff requiring them to file their returns for the year 2024. (5

Marks)

QUESTION TWO (10 MARKS)

A sales person from ACE Insurance has just pitched for a product in your organization. Many people have bought different policies after the successful presentation. Explain FIVE factors that might have contributed to the successful pitch. Give relevant examples.

QUESTION THREE (10MARKS)

Your lecturer for one of your units has asked you to argue for or against a particular theory in that area.

a) Write an outline for the essay. **(4 Marks)**

b) Write TWO different paragraphs to demonstrate two probable ways of introducing your essay.

(6 Marks)

QUESTION FOUR (10 MARKS)

A colleague in your department has been offered a position in another organization and they will be leaving soon. Your CEO has asked to have an interview session with her.

a) Suggest THREE ways in which the planned interview will be beneficial to the organization.

(6

Marks)

b) With relevant examples, explain non – verbal ways in which an interviewer or interviewee can ease tension during an interview.

(4

Marks)

QUESTION FIVE (10MARKS)

XYZ Realtors are holding an Annual General Meeting (AGM) with the intention of electing new members and expanding their capital base besides declaration of dividends.

a) Write a notice of the meeting and include the agenda. **(5 Marks)**

b) As the Chair of the meeting outline FIVE strategies you will employ to keep the members actively engaged in the meeting. **(5 Marks)**