

MUTEESA 1 ROYAL UNIVERSITY

KAKEEKA-MENGO

FACULTY OF BUSINESS AND MANAGEMENT

PRE-FINAL EXAM (COMMUNICATION SKILLS)

TIME: 2HRS: 30MINS

INSTRUCTIONS

ATTEMPT ANY FOUR NUMBERS OF YOUR CHOICE.

EACH NUMBER CARRIES 25 MARKS.

1a) what is written communication? (4marks)

b) Explain the principles of written communication. (21marks)

2a) Define the term communication noise. (4marks)

b) Describe the various forms of communication noise. (21marks)

3a) Distinguish between internal and external communication. (5marks)

b) Distinguish between written and oral communication clearly bringing out the different forms/means of each kind of communication.(20marks)

4a) What do you understand by the term non-verbal communication.(5marks)

b) With examples, describe the various non-verbal forms that are used in daily communication and can be understood by people of different cultures. (20marks)

5a) Business communication especially if the subject matter is complex or fact laden is always aided by the use of visual aid. “Discuss the application and importance of any free visual communication aids used in business today.

(10marks)

b) Why is it important to develop effective business communication skills.

6a) Oral communication implies communication through mouth. Discuss the limitations of their communication in a large company like MTN. (10marks)

b) State five main disadvantages of using the telephone for business.(5marks)

c) Why is it important for a worker to develop good telephone habits.(15marks)

7. Your friend intends to contest for leadership in his area but fears to speak in public. Give him tips of becoming a good public speaker.

8. Explain how the knowledge of communication and language skills is going to help you in your carrier.

“AMBITION IS THE PATH OF SUCCESS”.