Question One (Compulsory)

a) Briefly explain the significance of effective communication to an organization. (10 marks)

b) Distinguish between encoding and decoding elements of the communication process. (8 marks)
c) Your company sells electronic goods. Recently you received goods from your supplier but out of twenty T.V sets, two were faulty. Draft a complaint letter to your supplier. (12 marks)

Question Two

a) The main purpose of presentations is to give information and persuade the audience to act. Highlight the points to consider to ensure successful presentations. (10 marks)

b) Give the meaning of the following words or phrases as used in communication.
   (i) Feedback
   (ii) Minutes
   (iii) Interpersonal communication
   (iv) Horizontal communication (10 marks)

Question Three

a) Effective listening encourages optimistic attitudes healthy relations and more participation. Briefly describe eight points to consider to ensure effective listening skills. (10 marks)

b) Clearly describe the following types of visual communication (use examples)
   (i) Organization chart
   (ii) Pie chart (10 marks)

Question Four

a) Oral communication may not always be applicable in the organization. Give reasons in supports of this statement. (10 marks)

b) Meetings are face to face discussions of various organizational issues. Explain FIVE advantages of holding meetings. (10 marks)

Question Five

a) Explaining FIVE barriers to effective communication, describe the remedies that can be used. (10 marks)

b) Negotiation can be defined as a channel of communication intended to reconcile differences between parties and settle conflicts jointly. Briefly describe FIVE points to consider in business negotiations. (10 marks)