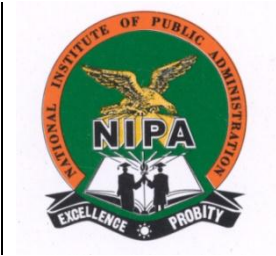


National
Institute of Public
Administration



JUNE/JULY 2021 EXAMINATION

SEMESTER I

PROGRAMME NAME: DEGREE PROGRAMMES

COURSE NAME: COMMUNICATION AND STUDY SKILLS:

COURSE CODE: BSS 1030

TIME ALLOWED: 4 HOURS 30 MINUTES

DATE: THURSDAY 08/07/2021

TIME: 12:30 – 17:10 HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper contains **TWO** sections: **A** and **B**
2. **Questions ONE (1) and TWO (2)** from Section A are **COMPULSORY**.
3. Section **B** has **THREE** questions. Answer any **TWO** questions from this section.
4. Number each answer clearly in the left margin
5. Start each answer on a new page
6. Total marks: 60

TYPE IN YOUR RESPONSES ON AN OFFICIAL ANSWER SHEET AND SUBMIT ON MOODLE BEFORE THE STATED TIME ELAPSES. NO SCANNED ANSWER SHEETS WILL BE ACCEPTED. PLEASE TYPE IN YOUR RESPONSES ON THE ANSWER SHEET PROVIDED. ENSURE YOUR ANSWER SCRIPT IS UPLOADED AS A MICROSOFT WORD DOCUMENT.

SECTION A (COMPULSORY)

ATTEMPT BOTH QUESTIONS (TOTAL 30 MARKS)

QUESTION 1

SITUATION

Some bus services in your area are to be withdrawn and the local council has asked people to submit reports for the council website on the impact this will have. You decide to submit a report on one bus service that is under consideration. Your report should briefly describe the route and explain its importance. You should also assess the role that a good transport system plays in either urban or rural areas.

REQUIRED

Write the report. (Be creative and invent all necessary details. (15 marks)

QUESTION 2

- (a) Describe the major personality traits that are generally observed by a panel of interviewers during an interview. (4 marks)
- (b) Explain with examples the role of non-verbal communication in the success of an interview. (2 marks)
- (c) Explain why the questions you ask during an interview are as important as the answers you give to the interviewer's questions. (3 marks)
- (d) Apart from being fast, computerized telecommunications (ICT) is said to be versatile, adaptable, and multifaceted. Explain this statement, giving examples of the various telecommunications messages in organisations. [6 marks]

[Total = 15 marks]

SECTION B – ANSWER ANY TWO QUESTIONS (TOTAL 30 MARKS)

QUESTION 3

Read the two texts below

Write an essay summarizing and evaluating the key points from the texts. Use your own words throughout as far as possible, and include your own ideas in your answer.

Throwing things away

Every week many of us throw away a huge amount of stuff, ranging from packaging for food and plastic bottles to old newspapers and junk mail. Fortunately some, though not all of this can be recycled successfully and both government and private citizens seem to be doing their best to ensure that this happens nowadays. We should be careful not to congratulate ourselves too soon, however whether enough is being done is highly debatable, for example, the vast number of plastic bags used, many of which are not biodegradable, damage the environment most notably the oceans, where they endanger marine life.

Communications technology

It seems that nowadays we keep electric products such as mobile phones for only a short time because we are bombarded with highly effective advertising that persuades us that we need to discard our present model in favour of the latest, improved device. Our willingness to discard such products may also be a consequence of the dizzying pace of technological change. We can hardly be expected to be content to remain behind the times, and we naturally wish to keep up with the latest exciting features and developments in communications technology

REQUIRED

- (a) Write your summary employing all the techniques of summary were appropriate. Write your answer in 240 -280 words. (10 marks)
 - (b) Discuss why it is important to make your message more concise, and give **FIVE** tips on how to do so. (5 marks)
- [Total = 15 marks]**

QUESTION 4

- (a) Explain what you understand by the term ‘Effective Communication’? , and clearly state how the knowledge of the communication process helps us in communicating effectively? (6 marks)
- (b) Clearly explain why it is desirable to avoid the use of Jargon? (3 marks)
- (c) What do you understand by the “You attitude” in business correspondence? Describe why it is regarded important? (3 marks)
- (d) Mention **THREE** advantages of effective communication in a business firm. (3 marks)
- [Total = 15 marks]**

QUESTION 6

SITUATION

A general interest magazine has recently published a feature entitled “Taking risks makes life worth living”. The editor has asked readers to write in with their own experiences and views on the topic. You decide to write a letter briefly describing a risk you once took and its consequences. You should also discuss why some people are particularly attracted to taking risks and how this behaviour might be justified.

REQUIRED

Write your letter (Be creative and invent all necessary details. (15 marks)
