**INTRODUCTION TO COMMUNICATION SOLUTIONS – PAPER 1**

**SECTION A**

**QUESTION 1**

1. Explain how recording all known class assignments can assist you in improving your time management. **[2 marks]**

**It helps you know when you are likely to have high academic demands and when you will have more flexibility for scheduling sociable activities.**

1. List down **three** factors you need to consider to create a conducive study environment. **[3 marks]**

**Distraction free, conducive study conditions (e.g. lighting, furniture, temperature), and presence of necessary study materials. 1 mark x 3 = 3 marks**

1. Why is raising questions an important note-taking and in-class skill? **[2 marks]**

**For clarification where you did not understand.**

1. Briefly explain what is involved at each of the **five** steps of the SQ3R method of reading. **[5 marks]**

**1 mark each for explanation relating to the 5 steps, namely; Survey, Question, Read, Recite and Reflect.**

1. Explain the importance of empathetic listening when dealing with clients in a banking environment. **[3 marks]**

**It enables the listener to put himself/herself in the shoes of the speaker and appreciate what the speaker is saying and why so that he/she can come up with the best feedback.**

**QUESTION 2**

1. Define non-verbal communication. **[1 mark]**

**The transfer of information by means other than written or spoken language.**

1. Why is it important for you as a speaker to be conscious of the non-verbal messages that you may be sending to your audience? **[2 marks]**

**To make sure that your non-verbal communication does not contradict your verbal communication.**

1. In a banking situation, how could your manner of dressing be a form of message that you are sending to your clients concerning your attitude to work? **[2 marks]**

**Casual/shabby dressing could be a message that you do not take your work seriously while formal dressing could send the opposite message.**

***Response should touch on both sides for 2 marks.***

1. Explain **five** reasons why non-verbal communication is important to a banker. **[10 marks]**

**It can be used to repeat the verbal message.**

**It accents the verbal message.**

**It may complement or contradict a verbal message.**

**It can help regulate the interaction.**

**It may substitute the verbal message when it is difficult to use words.**

***2 marks each.***

**QUESTION 3**

1. Two measures that management can take to improve each of the following channels of communication in organizations are:
2. Upward communication

* Providing quick feedback to communications
* Adopting an open door policy
* Conducting regular meetings **2 marks each for a good explanation (Total 4 marks)**

1. Horizontal communication

* Encouraging group assignments
* Encouraging meetings
* Using open plan office layout **2 marks each for a good explanation (Total 4 marks)**

1. (i) Workers exchange official messages informally, such exchanges consolidate relations, information may be modified, sharpened or leveled depending on situation. (3 marks)
2. **Advantages**

Managers can tap true feelings of employees and use the information to improve operations

May move managers into communicating with their employees

**Disadvantages**

Spread false stories

Forum for attacking other employees

Reduced morale or resignation may result

**Total 15 marks**

**QUESTION 4**

1. Ways of improving time management are: (6 marks)

* Creating a semester schedule through recording all known classes
* Assess and plan your workload each week
* Adjust your plan each day
* Evaluate your schedule

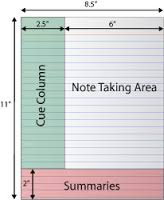
(Any **three**, 2 marks each for an explanation)

1. Factors that you need to consider when planning for a study session include: (3 marks)

* The goals of the study session, the task
* Materials needed, desks, books, internet
* Study environment, distraction free
* Type of notes to be taken depending on purpose

(Any **three** factors = 1 mark each)

1. Candidates to explain how the Cornell system of note taking works using the following illustration: (6 marks)



(12 marks)

**Total 15 marks**

**SECTION B**

**QUESTION 5**

1. Any four things which the chairperson should do in preparation for a meeting may include: (4 marks)

* Giving notice to those attending the meeting.
* Select key participants to the meeting
* Setting and distribute the agenda
* Ensuring minutes of last meeting were circulated
* Planning how to introduce items on the agenda

(1 marks for each of the **four** points )

1. Candidates to write a notice of a meeting with the following key contents

Nature of meeting

Time

Venue

Day/Date

Agenda.

Format = 3 marks

Content = 4 marks

Language = 5 marks (12 marks)

1. **Two** key factors that help secretaries determine the type of minutes to be written after a meeting are: (4 marks)

* The need for specific details (narrative or resolution)
* The need to track action points (Action minutes)

**Total 20 marks**

**QUESTION 6**

1. **Four** ways in which communication over the telephone can be made effective include: (4 marks)

* Speaking clearly
* Preparing a message in case there will be need to dictate a message.
* Asking the receptionist to read out a message if it was dictated
* Having an outline of points for your message
* Avoiding divided attention, chewing, eating, etc.

(1 mark for each point)

1. Candidates to write an essay discussing the impact of Information and Communications Technology on the banking sector (16 marks)

Some essays cover both the positive and negative impact of computers, telephones, CCTV, TVs, internet, fax, etc.

Format = 3 marks

Content = 8 marks

Language = 5 marks (16 marks)

**Total 20 marks**

**QUESTION 7**

1. **Three** reasons why it is important to consider the audience before making a presentation include: (6 marks)

* People have different needs.
* People have different abilities of grasping information.
* People of different ages are motivated differently.
* Language and other cultural factors determine how information is understood or accepted amongst different people
* The audience needs to be familiar with the examples used in presentations.

(2 marks for each of the **three** well explained points)

1. Candidates to write an acceptance speech of not less than 200 words with the following key contents:

* Salutations
* Expression of joy
* Expression of gratitude
* An indication of what they did to deserve the award
* Advice to fellow employees

Speech to be marked using the following key**:**

Format = 3 marks

Content = 6 marks

Language = 5 marks (14 marks)

***QUESTION 8***

1. i. Discuss the importance of following any **three** basic rules for effective telephone conversation. [**10 marks]**

**Be brief.**

**Be courteous.**

**Be resourceful.**

**Speak clearly.**

**Speak slowly.**

***1 mark for each rule mentioned x 3 = 3 marks***

***2 marks each for discussing the importance of each rule x 3 = 6 marks***

***1 mark for language.***

1. List down any **five** things you can do to create a good first impression when answering a telephone call from a corporate customer for your bank. **[5 marks]**

**Try to answer the phone on the second ring (i.e. not too fast or not waiting too long).**

**Answer with a friendly greeting.**

**Speak with a smile.**

**Ask the caller for their name (and the organisation they are calling from).**

**Speak clearly and slowly.**

**Lower your voice if you normally speak loud.**

***Any five for 1 mark each.***

1. Give any **two** advantages and any **three** disadvantages of using E-mail as a form of corporate communication. **[5 marks]**

**Advantages**

**It is fast**

**It is easy to write**

**It is cheap**

***Any two for 1 mark each.***

**Disadvantages**

**It requires some prior computer knowledge.**

**It requires that both sender and receiver should have access to computer.**

**It is not strictly confidential.**

**It can be attacked by viruses.**

**It relies on electric power which may be unreliable sometimes.**

***Any three for 1 mark each.***