

UNIVERSITY OF MAKENI

FIRST SEMESTER REFERENCE EXAMINATIONS (2016/2017)

BUSINESS COMMUNICATION SKILLS (BAF/HRM/ACF)

SECTION A

ANSWER ALL QUESTIONS IN THIS SECTION (40%)

1. Communication begins with...

- a. encoding
- b. idea origination
- c. decoding
- d. channel selection

2. Forces affecting organisational behaviour are...

- a) People
- b) Environment
- c) Technology
- d) All of the above

3. Which of the following are examples of business communication?

- a. a chat in the company canteen
- b. an advertising campaign
- c. an email from a happy customer
- d. all of the above

4. Complete the following statement: Communication forms the foundation of _____ business.

- a. no
- b. select

- c. all
- d. all of the above

5. How can a company use effective communication to ensure that its personnel are happy and loyal?

- a. good communication results in good relationships and employee satisfaction
- b. good communication means that instructions from management are clear and workers will have no excuse not to do their work well
- c. telling personnel that they receive the highest salaries in the industry will make employees loyal
- d. employees will be happy if their manager has an effective way to inform them of her satisfaction with their work

6. Which of the following is an example of a challenge faced by contemporary organisations?

- a. social media
- b. environmental issues
- c. global economy
- d. all of the above

7. A message can only be deemed effective when:

- a. it is communicated face-to-face
- b. it is delivered with confidence
- c. meaning is shared and the message is understood by others
- d. when the sender is fluent in the language in which the message is delivered

8. An example of internal or psychological noise is:

- a. a lawn mower making noise while you try to speak
- b. thinking about what you want to make for dinner while someone is talking to you
- c. a speaker using complex jargon
- d. flower arrangements on the table that make it difficult to see the speaker

8. In the communication process, to encode means to:
- a. interpret a message
 - b. reject a message
 - c. misunderstand a message
 - d. transform your ideas and thoughts into a meaningful message

9. Feedback is a listener's:
- a. verbal and non-verbal responses to a message
 - b. evaluation of message
 - c. rejection of a message
 - d. acceptance of a message

10. Themba is attending a meeting and his boss keeps on referring to 'arbitrage'. Themba is not familiar with this term. This is an example of what kind of noise?

- a. semantic noise
- b. internal noise
- c. external noise
- d. psychological noise

11. Communication is referred to as one-way communication when:

- a. it forms part of the convergence model
- b. no feedback is received
- c. the receiver is a poor listener
- d. the sender and receiver do not get equal turns to speak

12. Which one of the following is not a communication channel in organisations?

- a. upward channels
- b. downward channels
- c. the grapevine
- d. email

13. Non-verbal communication is communication:

- a. with words

- b. via writing
- c. with signs and symbols
- d. without words

14. Which one of the following does NOT form part of active listening?

- a. paraphrasing what is being said
- b. paying attention to the speaker's feelings
- c. asking questions to clarify your understanding of what is being said
- d. changing the topic regularly to avoid boredom

15. Which of the following is an example of non-verbal communication?

- a. swearing
- b. writing
- c. touch
- d. singing

16. Messages to build and maintain good relationships flow in all directions in the organisation and their main purpose is to:

- a. keep communication channels open and to pave the way for future relationships
- b. provide information to all employees in the organisation
- c. instruct all employees on the expectations of the organisation
- d. ensure that all employees are aware of the values, philosophy and ethical position of the organization

17. When a manager receives feedback on a task from a staff member, it is known as:

- a. vertical communication
- b. downward communication
- c. informal communication
- d. upward communication

18. When a superior communicates with a subordinate, it is known as:

- a. upward communication

- b. downward communication
- c. vertical communication
- d. informal communication

19. Namir pretends to pay attention while awaiting to give his own opinion. This describes what mode of listening?

- a. Active
- b. Competitive
- c. Passive
- d. Ready

20. Sindo restates and reflects back to Cheydan what he has said. This describes what mode of listening?

- a. Active
- b. Competitive
- c. Passive
- d. Ready

21. Which of the following is not one of the barriers to effective communication discussed in class?

- a. Asking questions
- b. Personal prejudices
- c. The listener's mental and physical state
- d. The speaker's body language

Fill in the blanks by using the correct words of your choice .

Becoming a more effective listener

22. Give the speaker and yourself _____.

23. Maintain eye contact and good posture, smiling, and _____ the head.

24. Comment or ask questions, but do not _____.

- a. Tell me more about...
- b. It is my sense that...
- c. In what way?
- d. How so?

25. Be a "selfish" _____

26. _____ yourself using the information—

What is in it for me?

27. Relate the information to _____ experiences.

28. Stay focused and listen for _____ ideas.

29. Avoid jumping to _____ and overreacting emotionally.
30. Adjust the _____ environment.

Indicate either TRUE or FALSE for the following statements:

31. In France you are expected to shake hands with everyone you meet.
32. People in Britain shake hands just as much as people in Germany.
33. In France people prefer talking about business during meals.
34. It is not polite to insist on paying for a meal if you are in Italy.
35. Visitors to Germany never get taken out for meals.
36. German business people don't like to be called by their surnames.
37. Make sure you know what the titles of the German people you meet are.
38. Italian professionals are usually addressed by their titles.
39. A humorous remark always goes down well all over the world.
40. Business communication is the life blood of an organization.

SECTION 2

Answer all the questions in question 1 below and one from the other two that follow.

1. Each question carries one-and-a-half marks

1. What distinguishes listening from hearing?
2. What are some benefits for you personally from effective listening?
3. Name and give an example of each of the three A's of active listening.
4. Identify the three main barriers to listening. Which of these barriers is most problematic for you? What can you do about it?
5. What does an effective listener do with the extra thought process time while a speaker is speaking only 150 words-per-minute?
6. How can you communicate non-verbally that you are listening?
7. What are some considerations in offering constructive feedback?
8. What are strategies that help hold your listeners' attention during your speech?

1. Either answer the following question on improving effective communication

Below you will see some extracts from wants ads. Fill in each blank with a word or phrase from the following list: *competitive/ initiative/ suit/ kitchen staff/ ability/ outgoing/ team/ pension/ plan/ clear/ contact/ experience/ preference/ required/*

*skills/ willing/ busy/ office/ hard work/ potential/ customers/ successful
candidate/thorough/ training*

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Our new 200-seat restaurant is opening in May and we are looking for waiters, waitresses and (1).....If you are a friendly and (2).....person who is not afraid of (3)....., we have the job and hours to (4).....you. -For more information, (5).....Helen at (415) 331-2012.-Secretary/Receptionist (6).....for a (7)..... . Typing and shorthand between 80 and 120 words per minute. We will give (8).....to applicants who have experience using word processors and computers.

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We want a positive person who is (9).....to work hard and can use their own (10)..... . You must be lively and have a good sense of humour and a (11).....speaking voice. You will receive (12).....to enable you to inform (13).....of the benefits of advertising with us.

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The (14).....will have had (15).....in booking and banking procedures. The position calls for word processing and secretarial (16).....plus the (17).....to work as part of a (18)..... A (19).....salary is offered as well as a company (20).....

OR

2. "Poor listening is often a major cause of oral miscommunication. A considerable number of persons are "inefficient listeners." Highlight the ways that people can be inefficient listeners and proffer ways of becoming an active listener in a company of your choice.