



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

DEPARTMENT OF INFORMATION SYSTEMS AND TECHNOLOGY

UNIVERSITY EXAMINATIONS FOR THE DEGREE OF BACHELOR OF

SCIENCE IN BUSINESS INFORMATION SYSTEMS/INFORMATION

COMMUNICATION TECHNOLOGY

2ND YEAR 1ST SEMESTER 2024/2025 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: ITB 1203

COURSE TITLE: Technical And Professional Communication Skills

EXAM VENUE: LAB 11 STREAM: BIS/ICT

DATE: 15/1/25 EXAM SESSION: 14-16.00 HRS

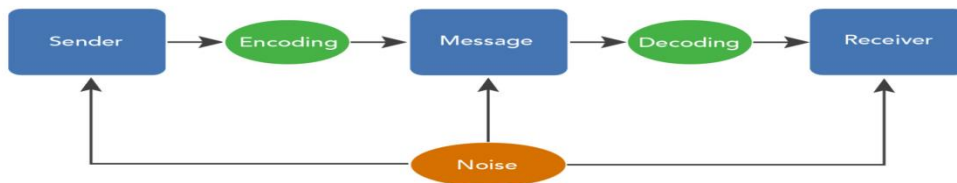
TIME: 2 HRS

INSTRUCTIONS

- 1. Answer question one and any other two**
- 2. Phones are not allowed**
- 3. All rough work should be done in the examination booklets**
- 4. Candidates are advised not to write on the question paper**

Question 1 – Compulsory.

- a. Using the diagram below, describe the basics of communication in the communication process and its relevance in effective communication. (10 marks)



- b. What are core characteristics of an effective communicator that foster building of stronger relationships with others. (10 marks)
- c. Discuss ANY FIVE main causes of conflict and the appropriate language to deal with conflict situations (10 marks)

Question 2

- a. Examine ANY five differences between verbal and non verbal communication with relevant examples (10 marks)
- b. Effective cross-cultural communication is essential for fostering understanding, collaboration, and respect in professional settings. Discuss five key strategies for successful and professional cross-cultural communication (10 marks)

Question 3

TechCrunch is a blog that provides technology and start-up news, from the latest developments in Silicon Valley to venture capital funding.

- a. Define blog (2 marks)
- b. What do successful blogs have in common? (6 marks)
- c. Benefits of Blogging (12 marks)

Question 4

Assertiveness may sometimes come across as rude and not showing respect in expressing your point of view in a way that is clear and direct.

- i. Describe four components of the art of assertive communication (4 marks)
- ii. Explain the three strategies for assertive communication (6 marks)
- iii. Elucidate five benefits of assertive communication (10 marks)

Question 5

Listening is often underestimated as a crucial component of effective communication. It's more than just hearing; it's about understanding, empathizing, and responding thoughtfully. Since listening significantly enhance your communication skills effectiveness with others, what are some of the impact of listening on communication and how can one become a better listener (20 marks)