



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF
INFORMATION COMMUNICATION AND TECHNOLOGY & BACHELOR OF BUSINESS
INFORMATION SYSTEMS**

2nd YEAR 1st SEMESTER 2016/2017 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE : ICT 3214

COURSE TITLE : TECHNICAL AND PROFESSIONAL COMMUNICATION SKILLS

EXAM VENUE : STREAM :

DATE : April, 2017 EXAM SESSION :

TIME: 2.00 HOURS

INSTRUCTIONS:

- 1. Answer Question 1 (Compulsory) and ANY other two questions**
- 2. Candidates are advised not to write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

QUESTION ONE 30 MARKS

a) Explain the following terms as used in Technical and Professional Communication

Skills:-

- i. Channel **(2 marks)**
- ii. Encoding **(2 marks)**
- iii. Decoding **(2 marks)**
- iv. Feedback **(2 marks)**
- v. Context **(2 marks)**

b) State four factors that support effective listening. **(4 marks)**

c) With relevant examples, describe what Technical Communication means.

(6 marks)

d) Explain how Technical Communication is different from other forms of communication.

(6 marks)

e) What are Characteristics of Technical Communication?

(4 marks)

QUESTION TWO 20 MARKS

a) Letters are the means of formal, professional communication with others outside an organization. Sometimes, letters are used within an organization to formally present a secondary document, such as a committee report. Explain the guidelines for drafting a letter. **(7 marks)**

b) A memorandum, or memo, is used to communicate specific information, usually within a department, or organization. Explain the guidelines for drafting a memo.

(7 marks)

c) School of Informatics and Innovative Systems of Jaramogi Oginga Odinga University of Science and Technology is in the process of reviewing curriculum for the course of Bachelor of Business Information Systems. Assume you are the dean of the school and you are coordinating this process, write a MEMO to the staff

members requesting them to review the draft, and send their feedback before April 30th , 2017 so that you may present it to the Deans' Committee for consideration.

(6 marks)

QUESTION THREE 20MARKS.

- a) Body Language is one of the forms of nonverbal communication. Explain this concept with examples. **(6 marks)**
- b) Describe FOUR categories of communication styles **(8 marks)**
- c) With a well labeled diagram, explain the components of the communication process. **(6 marks)**

QUESTION FOUR 20MARKS

- a) Explain how readers generally read. **(4 marks)**
- b) There are three results of persuasion. Explain each of them precisely. **(6 marks)**
- c) Communication models are visualizations of communication process. They are basic theories concerning the elements of communication and how they operate and interact. With the aid of diagrams, describe atleast two communication models of your choice. **(8 marks)**

QUESTION FIVE 20 MARKS

- a) When you want to communicate bad news, you need an indirect approach: Buffer the opening, sample rationale and bad news plus a goodwill closing. *Write a brief email* to communicate to a third year student found cheating in a final exam that he has been expelled from the university. N. B. The student was the best footballer that the university has ever had! **(8 marks)**
- b) Write an email to JOOUST students of School of Informatics and Innovative Systems informing them about the status of computers in the computer laboratory 3 of the University. **(6 marks)**
- c) Write a sample brief email persuading JOOUST students to come for lectures on Easter Sunday for 10 hours beginning from 6.00 a.m. **(6 marks)**

