



EMBU UNIVERSITY COLLEGE
(A CONSTITUENT COLLEGE OF THE UNIVERSITY OF NAIROBI)

TRIMESTER EXAMINATIONS 2013/2014
FIRST YEAR EXAMINATION FOR THE CERTIFICATE IN
COMPUTER REPAIR AND MAINTENANCE

CRM 022: COMMUNICATION AND PROFESSIONALISM

DATE: AUGUST 6, 2014

TIME: 11.00AM – 1.00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE

- a. What do you mean by effective communication (2 marks)
- b. Explain general guideline to effective communication in an organization. (5 marks)
- c. Explain five salient features of an effective letter (5 marks)
- d. What do we mean by the public relation aspect of a business? (3 marks)
- e. With the aid of a diagram explain upward flow of information in an organization. (5 marks)
- f. With an aid of a diagram explain communication system (3 marks)
- g. State and explain two methods of gathering data (4 marks)
- h. State three ways you can represent data (3 marks)

QUESTION TWO

a) Explain four purposes of letters (8 marks)

b) Draw a simple organizations downward communication and giving two advantages and disadvantages

(7 marks)

QUESTION THREE

a) Explain five basic principles of communication (10 marks)

b) Explain two types of data (5 marks)

QUESTION FOUR

a) Explain five types of reports. (10 marks)

b) Give 3 advantages and two disadvantages of using questionnaires as a method of data collection

(10 marks)

QUESTION FIVE

a) Explain five responsibilities of a public relations manager. (10 marks)

b) State five advantages of verbal communication (10 marks)

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