

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EMBU CAMPUS**

**EXAMINATION FOR THE AWARD OF  
DIPLOMA IN LEADERSHIP AND PUBLIC ADMINISTRATION**

**LAPA 0120: LEADERSHIP, INTERPERSONAL AND ORGANIZATIONAL  
COMMUNICATION**

**STREAMS: DIP LAPA**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 24/3/2021**

**11.30 AM – 1.30 PM**

**INSTRUCTIONS:**

- Answer question ONE (Compulsory) and any other TWO questions.
- Do not write on the question paper

**QUESTION ONE**

- (a.) Define organizational communication. [5 Marks]
- (b.) Explain 5 benefits of organizational communication. [15 Marks]
- (c.) Describe characteristics of people who are effective in organization communication. [10 Marks]

**QUESTION TWO**

- (a.) Discuss key interpersonal aspects of communication. [20 Marks]
- (b.) Explain any five barriers to effective communication in an organization.. [ Marks]

**QUESTION THREE**

Discuss internal communication strategies that a manager can use in an organization.

[20

Marks]

**QUESTION FOUR**

- (a.) Show the distinction between formal and informal communication. [5 Marks]  
(b.) Describe any five organization channels that are in use today. [15 Marks]

**QUESTION FIVE**

Discuss the historical development of organization communication. [20 Marks]

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