

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN COMPUTER SCIENCE

COSC 0171: IT TECHNICAL SUPPORT AND CUSTOMER CARE

STREAMS: DIP. (COMPUTER SCIENCE) Y1S1

TIME: 2 HOURS

DAY/DATE: TUESDAY 09/04/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer THREE questions. Question ONE is compulsory.**
- **Marks are awarded for clear and concise answers.**

- Define communication (2 marks)
 - Briefly explain FIVE elements of communication. (10 marks)
 - Name and describe THREE types of communication devices. (6 marks)
 - Explain these terms as used in communication
Decoding (2 marks)
Encoding (2 marks)
 - Explain 4 barriers to effective communication. (8 marks)
- Differentiate between vertical and horizontal communication in an organization. (4 marks)
 - Discuss FOUR advantages of horizontal communication in business (8 marks)
 - Networks help managers in an organization to establish contact with their employees. Explain the term 'communication networks' as used in communication within a business organization. (2 marks)
 - Name and describe THREE types of communication networks. (6 marks)
- Adherence to proper etiquette for a business meeting establishes respect among meeting participants.

- (i) Outline the procedure of arranging and conducting a business meeting. (10 marks)
 - (ii) Give TWO characteristics of a good agenda. (2 marks)
 - (iii) Outline EIGHT rules for proper business meeting etiquette. (8 marks)
4. (a) Briefly explain FIVE ways of establishing personal rapport with the customers in a business environment. (10 marks)
- (b) Discuss FIVE communication methods available through the internet. (10 marks)
5. (a) (i) Define the term 'group' as used in a business environment. (2 marks)
- (ii) Differentiate between formal and informal groups. (4 marks)
- (b) Discuss the impact of a group within an organization. (14 marks)
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