

CHUKA

COSC 0171



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN COMPUTER SCIENCE

COSC 0171: IT TECHNICAL SUPPORT AND CUSTOMER CARE

STREAM: COSC Y1 S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 9/04/2020

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer **Three** questions. Question one is Compulsory.

- 1.a) (i) Define communication [20 Marks]
- (ii) Explain these terms as used in communication
- Decoding [2 Marks]
- Encoding [2 Marks]
- b) Explain five elements of communication. [10 Marks]
- c) Describe four types of communication devices. [8 Marks]
- d) Explain three barriers to effective communication in an organization. [6 Marks]

2. a) Differentiate between vertical and horizontal communication in an organization. [4 Marks]
- b) 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]
- c) With an aid of a diagram, describe four types of communication Networks. [8 Marks]
- d) Explain three principles of effective listening. [6 Marks]
3. a) Discuss the procedures of arranging and conducting a business meeting. [10 Marks]
- b) Outline ten roles for proper business meeting etiquette. [10 Marks]
4. a) Explain five characteristics of an effective oral presentation. [10 Marks]
- b) Briefly explain how you can carry out an effective oral presentation. [10 Marks]
5. a) Briefly discuss five types of organizational structures. [10 Marks]
- b) Briefly explain five ways of establishing personal rapport with the customers in a business environment. [10 Marks]
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