

**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.**

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**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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