

DSTE 011



OFFICE OF THE VICE CHANCELLOR
ACADEMICS, RESEARCH AND STUDENTS' AFFAIRS

UNIVERSITY EXAMINATIONS
2023 /2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER REGULAR EXAMINATION
FOR THE DIPLOMA IN HOTEL AND RESTAURANT MANAGEMENT

COURSE CODE: DSTE 011

COURSE TITLE: COMMUNICATION AND PRESENTATION SKILLS

DATE: 18/12/2023

TIME: 9AM-12NOON

INSTRUCTION TO CANDIDATES

- **SEE INSIDE**

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

(2 marks)

QUESTION FOUR

- a) Non-verbal communication can be used as closed or open channels of communication. Elucidate any **five (5)** sources of non-verbal communication (10 marks)
- b) Listening involves stimuli that we hear in our ears. With an aid of a diagram describes the **five (5)** steps of the listening process (10 marks)

QUESTION FIVE

- a) Outline **five (5)** important components that should be included the body of a letter (5marks)
- b) State **five (5)** myths and misconceptions about listening (5marks)
- c) Analyze **five (5)** traditional interview questions (5marks)
- d) Highlight **five (5)** unique characteristics of social media as a communication channel (5 marks)

DSTE 011: COMMUNICATION AND PRESENTATION SKILLS

STREAM: DSTE ()

DURATION: 3 Hours

INSTRUCTIONS TO CANDIDATES

- i. Answer Question **ONE** and any other **TWO** questions.
- ii. Do not write on the question paper.

QUESTION ONE

- (a) Common goals in any organization cannot be accomplished without real communication. Highlight **five (5)** importance of communication. **(5 marks)**
- (b) Communication comprises several elements for it to be effective. Explain **three (3)** elements of communication. **(6 marks)**
- (c) Examine **five (5)** key elements of effective writing as a mode of communication **(5 marks)**
- (d) Poor reading habits can hinder one's ability to understand, retain information, and enjoy the reading experience. State any **four (4)** poor reading habits **(4 marks)**
- (e) Highlight **five (5)** characteristics of a poor listener **(5 marks)**
- (f) Explain **six (6)** ways a hotelier can encourage effective communication in a diverse workplace **(5 marks)**

QUESTION TWO

- (a) Explain **five (5)** reasons for poor communication in the service industry **(10 marks)**
- (b) Explain any **five (5)** barriers to effective communication a Kenyan hotelier can face as a worker in a hotel in Europe. **(10 marks)**

QUESTION THREE

- a) Describe any **five (5)** ways an interviewer can prepare for an interview **(10 marks)**
- b) An Interview is a structured conversation with someone who is able to give you useful information. Explain **four (4)** types of interviews **(8 marks)**
- c) State any **two (2)** ways the president of Kenya can communicate to the citizens of Kenya