



FACULTY OF BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATIONS - APRIL 2025

PROGRAMME: MBA

YEAR/SEM: YEAR 1/SEMESTER 1

COURSE CODE: MBA 714

NAME: ADVANCED COMMUNICATION SKILLS AND CRITICAL THINKING

DATE: 2025-04-22

TIME: 2:00-5:00PM

INSTRUCTIONS TO CANDIDATES:

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

DO NOT WRITE ANYTHING ON THE QUESTION PAPER

Section A SECTION A IS COMPULSORY

Question 1:

Effective Communication

Grace and Mark work in the marketing department of a large company. They have been assigned to collaborate on a major product launch. However, as the project progresses, communication issues arise. Grace prefers detailed emails outlining each task, while Mark favors quick verbal discussions. This difference in communication styles leads to misunderstandings and missed deadlines.

During a team meeting, Grace expresses frustration about Mark not responding promptly to emails, while Mark complains that emails are inefficient and slow. Their manager intervenes and suggests they find a compromise in their communication methods.

- a) Identify and discuss the communication barriers present in this case. (8 marks)
- b) How can Grace and Mark improve their communication to enhance teamwork? (8 marks)
- c) What role does active listening play in resolving conflicts like this one? (8 marks)
- d) Suggest an effective communication strategy that could work for both individuals. (8 marks)
- e) How can the manager facilitate better communication between team members? (8 marks)

Section B SELECT ANY THREE QUESTIONS IN ALL

Question 1:

- a) Define communication and explain its importance in human interactions. (10 marks)
- b) Describe the key elements of the communication process. (10 marks)

Question 2:

- a) Identify three barriers to effective communication in organizations. (10 marks)
- b) Suggest two strategies to overcome these barriers. (10 marks)

Question 3:

How can you differentiate between a fact and an opinion when analyzing a source of information, and why is this distinction crucial for critical thinking? (20 Marks)

Question 4:

- a) Explain the importance of conciseness and clarity in written communication. (10 marks)
- b) What are the key components of an effective business report? (10 marks)

Question 5:

- a) Discuss the advantages of using social media in professional communication. (10 marks)
- b) What are some risks and challenges associated with social media communication? (10 marks)

Question 6:

- a) Discuss Lasswell's communication model and its relevance in mass communication. (10 marks)
- b) How does the Shannon and Weaver model explain communication breakdowns? (10 marks)