



**UGANDA INSTITUTE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY  
END OF SEMESTER I EXAMINATION ACADEMIC YEAR 2024/2025**

**DEPARTMENT : MANAGEMENT & ICT**  
**YEAR OF STUDY : ONE**  
**PROGRAM : ALL ICT & MANAGEMENT**  
**COURSE : COMMUNICATION SKILLS**  
**COURSE CODE : BSM 1101**  
**DATE : FRIDAY 13<sup>TH</sup> DECEMBER, 2024**  
**TIME : 9:00-12:00 HOURS**  
**DURATION : 3 HOURS**

**INSTRUCTIONS:**

- i. This paper consists of **TWO** sections, **SECTION A & B**
- ii. Answer **FOUR (4)** Questions in all.
- iii. Section A is **COMPULSORY**, Answer any **THREE** questions from **Section B**
- iv. Credit will be given for the use of relevant examples and illustrations.
- v. Mobile phones are **NOT** allowed in the exam room.
- vi. **DO NOT** write anything on this question paper, rough work should be done in the answer booklet and cancelled through.
- vii. Start a new number on a new fresh page.

## **SECTION A (This section is Compulsory)**

### **Question One**

***Read the case study below and answer the questions that follows***

#### **CASE STUDY**

Martin, Stella and John have all just graduated with a degree in Computer Science from Makerere University and are eager to step into the workforce. Before their graduation day, the trio had applied for the jobs advertised on 10<sup>th</sup> October 2024 in the News Vision paper for the positions of Data Assistant, Systems Officer at Bank of Uganda, Uganda Electricity Regulatory Authority and Uganda Electoral Commission. In this job advert, applicants were required to submit an updated CV, and copies of academic documents alongside the cover letter. In their applications the trio indicated that they had completed their studies and they are only waiting for graduation expected around December 2024. In the last week of October 2024, Martin and Stella were called to come and attend an interview on 17<sup>th</sup> September 2024 with Bank of Uganda (BoU) for the position of Data Assistant.

### **Required:**

- a) Write an application/cover letter similar to what Martin could have submitted to BoU **(10 Marks)**
- b) Design/write a copy of curriculum vitae that Stella may have submitted to BoU **(10 Marks)**
- c) what is an interview? **(02 Marks)**
- d) Describe any five interview skills that interviewees need to use before and during interviews sessions. **(08 Marks)**
- e) Discuss the roles to be played by the following during the interview sessions where Martin and Stella appeared;
  - i. Session Chairperson **(05 marks)**
  - ii. Session Secretary would play **(05 marks)**

## **SECTION B (Attempt any 3 questions from this section)**

### **Question Two**

You have successfully completed the Communication Skills course at UICT and you happen to have been the best performer in this course with 96%, which made your lecturer to pick you as a Facilitator during the Nakawa Youth Day workshop whose theme is “Communication is power”. In your role as a facilitator,

- a) Tell the Nakawa youth what effective communication is all about **(02 Marks)**
- b) Discuss for them the key elements that constitute the communication process. **(08 Marks)**
- c) Explain to them what are the benefits of effective communication **(10 Marks)**

### **Question Three**

Grape vine is one of the forms of communication present in most organizations and the MD of DAKS Enterprise where you happen to work feels this form of communication is disorganizing his company,

and he is contemplating of putting stringent measures to abolish grape vine. As an expert in Communication;

- a) Explain to the MD of DAKS Enterprise what is grape Vine? **(02 marks)**
- b) Explain to him four factors that could have Influenced the existence of such communication in his company **(08 Marks)**
- c) Describe five advantages and disadvantages of Grapevine **(10 Marks)**

#### **Question Four**

Listening is by far a complex process and most of us are not very good at it. People listen at 25% efficiency rate, remember only about 50% of what is said during a 10 minutes presentation and forget 50% of that in 48hours. Assuming the HR manager has included you as one of the staff with poor listening skills in the department.

- a) Explain any five reasons why you may have been considered a bad listener **(10 Marks)**
- b) Suggest any five strategies to your manager on how you intend to improve the above behavior **(10 Marks)**

#### **Question Five**

- a) Explain any two reasons why written reports are preferred to oral reports. **(04 marks)**
- b) The manager CopyCat Ltd that deals in IT equipment has requested you to carry out investigations on the persistent low turn up of customers in the last four months. The findings were: poor customer care, decline in quality of products and competition from similar products among other factors. In view of this write a report detailing your findings **(16 Marks)**

#### **Question Six**

- a) Explain the following terms as used in meetings.
  - I. Quorum **(02 marks)**
  - II. Resolution **(02 marks)**
  - III. Agenda **(02 marks)**
  - IV. Adjournment **(02 marks)**
- b) Due to the persistent absenteeism of students in lectures, the Academic Registrar has called all students for a meeting to discuss causes of student absenteeism. The meeting is to be held on December 20, 2024 and the agenda has six items. In view of this, draft a notice inviting all students for the meeting and include the agenda items. **(12 Marks)**

#### **Question Seven**

Write a composition of 500 words on the topic: “The Digital Transformation of Uganda” **(20 Marks)**

**\*\*\*GOOD LUCK\*\*\***