UGANDA INSTITUTE OF INFORMATION AND COMM. TECHNOLOGY
END OF SEMESTER I YEAR ONE EXAMINATION ACADEMIC YEAR 2022/2023

DEPARTMENT	**:**	**MGT & ICT**
YEAR OF STUDY	**:**	**ONE**
PROGRAM	**:**	**DCS, DEEE, ITB, DECE, DBA, PLM & REC**
COURSE	**:**	**COMMUNICATION SKILLS**
COURSE CODE	**:**	**BSM 111**
DATE	**:**	**SARURDAY 18TH, MARCH, 2023**
TIME	**:**	**09:00-12:00 HOURS**
DURATION	**:**	**3HOURS**

INSTRUCTIONS:

i. This paper consists of **TWO** sections, **SECTION A & B**
ii. Answer **FOUR (4)** Questions in all.
iii. Section A is **COMPALSORY**, 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

Uganda Revenue Authority advertised for the vacant position of Communications Officer in the New Vision of 5th March 2023. The position fell vacant because the former Communication Officer returned to his home country and therefore there is need to fill the existing gap.
Applications are invited from suitably qualified Ugandans to fill the vacant position existing in the Uganda Revenue authority (URA).

How to Apply
Interested candidate should write and submit the application indicating his/her telephone and email address to the Director Human Resource not later than Friday 17th March 2023 at 5.00 pm.
Attach detailed curriculum vitae indicating two professional and one-character referees indicating their contacts.

Required;

(a) As an interested person with vast experience and requirement of this job advert;

i) Write an application that will identify you as a suitable candidate for the job. **(10 marks)**

ii) Prepare a curriculum vita to be attached onto your application letter. **(20 marks)**

(b) In line with letter writing;

i) Give two examples of salutations used in formal letters **(02 marks)**

ii) Outline eight (8) parts of a formal business letter **(08 marks)**

SECTION B: (Attempt only three (3) questions from this section)

Question Two

You have been appointed as a Communications Manager of a new company called HEM limited operating in Jinja town.

a) As the new Communications Manager, what **seven** Principles would you follow to ensure that communication at HEM Ltd will be effective. **(14 marks)**

b) Describe any that hinder effective communication, which you must avoid at HEM Ltd. **(06 marks)**

Question Three

As a Communications Officer in one of the businesses operating in Kampala Capital City, you have been directed to organize a meeting to discuss matters related to the low sales experienced by the business during the last Financial Year 2021/22. In view of this;

a) Draft an agenda for this meeting **(05 marks)**

b) Write a notice inviting employees of Sales Department to attend the meeting **(05 marks)**

c) As a secretary of the meeting, write the minutes of this meeting **(10 marks)**

Question Four

You work in a company that has experienced a decline in sales volume for the last three months. In response to this, your Marketing Manager has assigned you a duty to carry out a marketing research so as to establish the cause of the problem and thereafter write a report of your findings. In relation to this;

a) Describe any five elements of a business report that you will put in to consideration when writing this report **(05 marks)**
b) Write a report to your marketing manager about your findings **(15 marks)**

Question Five

Coca-Cola company will conduct interviews to recruit new staff in some position. Assuming you were the Assistant Human Resource Officer of that company:

a) State any four benefits of interviews to a company such as Coca-Cola **(04 marks)**
b) Explain four ways in which James, one of the shortlisted applicants, would prepare for this interview **(08 marks)**
c) Describe four ways in which James would conduct himself during the interview. **(08 marks)**

Question Six

Your uncle who operates an internet company in Jinja City is in need of designing a good communications strategy in his company. He has approached you to guide him on the forms of communication he should use in his company and to guide on the choice of communication channel. In response to this,

a) Advise your uncle on the **five** different forms in which communication occurs **(10 marks)**
b) Explain to your uncle any **five** factors he should consider when choosing the communication channels in his business? **(10marks)**

Question Seven

As the Guild President of UICT, you are expected to make a presentation on the 16th Graduation ceremony of the Institute due to take place on 10TH April, 2023 in the UICT Ceremonial ground. In relation to this;

(a) What any five public speaking mistakes that you must avoid when giving your presentation on that day. **(10 marks)**
(b) Explain any five measures you put in place to ensure your presentation is a success. **(10 marks)**

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