



## UNIVERSITY EXAMINATIONS

### EXAMINATION FOR JANUARY/APRIL 2023/2024 DIPLOMA IN COMPUTER SCIENCE/DIPLOMA IN INFORMATION TECHNOLOGY/DIPLOMA IN BUSINESS INFORMATION TECHNOLOGY

#### RCS 020: INFORMATION TECHNOLOGY & BUSINESS COMMUNICATIONS

DATE: 11<sup>TH</sup> APRIL 2024

TIME: 2 HOURS

#### GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination question paper during exam time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

#### SPECIAL INSTRUCTIONS:

This examination paper consists Questions in Section A followed by section B.

Answer Question 1 and any Other Two questions.

QUESTIONS in ALL Sections should be answered in answer booklet(s).

1. PLEASE start the answer to EACH question on a NEW PAGE.
2. Keep your phone(s) switched off at the front of the examination room.
3. Keep ALL bags and caps at the front of the examination room and DO NOT refer to ANY unauthorized material during the course of the examination.
4. ALWAYS show your working.
5. Marks indicated in parenthesis i.e. ( ) will be awarded for clear and logical answers.
6. Write your REGISTRATION No. clearly on the answer booklet(s).
7. For the Questions, write the number of the question on the answer booklet cover page in the order you answered them.
8. DO NOT use your PHONE as a CALCULATOR.
9. YOU are ONLY ALLOWED to leave the exam room 1hour to the end of the Exam.
10. DO NOT write on the QUESTION PAPER. Use the back of your BOOKLET for any calculations or rough work.

## SECTION A (COMPULSORY)

### QUESTION ONE COMPULSORY (30 MARKS)

- a) Define the term communication and explain the various parts of the communication process model. **(9 marks)**
- b) Outline **four** reasons for using downward communication in an organization. **(4 marks)**
- c) Distinguish between the following terms: **(8 marks)**
  - i). Intranet and Internet
  - ii). Groupware and Collaboration Software
- d) State **five** ways a sender can act as a barrier to effective communication. **(5 marks)**
- e) Explain the difference between *internal noise* and *external noise* as barriers to communication. **(4 marks)**

## SECTION B (ANSWER ANY 2 QUESTIONS)

### QUESTION TWO

- a) State **four** advantages of B2B and B2C internet marketing strategies to an organization. **(4 marks)**
- b) Citing **three** reasons, explain why an organization needs a communication system. **(6 marks)**
- c) Discuss **five** non-technical limitations of E-Commerce in developing countries. **(10 marks)**

### QUESTION THREE

- a) In any communication model, noise is the interference with the decoding of messages sent over a channel by an encoder. Identify and explain **five** types of communication noise. **(10 marks)**
- b) Discuss how perception, bias, and stereotypes are likely to interfere with the communication process. **(10 marks)**

#### **QUESTION FOUR**

- a) Define the phrase “communication network” and describe **four** types of communications networks that may be used in an organization. **(10 marks)**
- b) Explain the dangers of ineffective communication in an organization. **(10 marks)**

#### **QUESTION FIVE**

- a) Outline **two** considerations when using email communication. **(4 marks)**
- b) Citing **three** reasons, explain why employees are likely to resist the use of groupware. **(6 marks)**
- c) Discuss **FIVE** benefits of an intranet to an organization. **(10 marks)**

**END OF EXAM**