

Uganda Martyrs University

Institute of Ethics and Development Studies

BA Democracy and Development Studies-Distance Learning

Module 12: Communication Skills for Democracy and Development

End of Year Three (2013/2014) Examinations

Thursday, 19th June 2014

2:00pm – 5:00pm

Instructions:

- i) Read each question very critically before attempting it
 - ii) Read each question carefully and write legibly
 - iii) Answer three questions in all; question one is compulsory
 - iv) Ample illustrations will earn you an extra mark
 - v) Start each question on a fresh page
 - vi) Do not write anything on this paper
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Question One 40 marks

- a. Discuss the qualities of an effective employment letter (10 marks)
- b. Daily Monitor 11 June 2013

Action for youth is an organization established to support active involvement of youth in the improvement of integrity and morality in society. Action for youth has been working with the Ministry of Gender and Community Development and other youth organizations to activate young people's respect and morality. To achieve this goal, Action for Youth wishes to recruit a youth representative from all districts in the country. Desirable candidates should have the following characteristics:

- Be Ugandans aged 10 – 25
 - Should be able to demonstrate a working knowledge of problem solving among the youth and an organization
 - Have a positive attitude toward service
 - Demonstrate good communication skills
 - Be currently enrolled in an advocacy institution
- i. Write an application letter to the above post (15 marks)
 - ii. Attach a curriculum vitae to the letter above (15 marks)

Question Two 30 marks

- a. Discuss the advantages and disadvantages of any one of the business communication channels (15 marks)
- b. Supposingly you are a junior staff advocating for a change in your place of work, what communication channel would you adopt and why? (15 marks)