



**RAJARATA UNIVERSITY OF SRI LANKA  
FACULTY OF APPLIED SCIENCES**

**B.Sc. (General) Degree in Information and Communication Technology  
Second Year- Semester II Examination – November/December 2016**

**ICT 2209 – COMMUNICATION SKILLS**

**Time: Two (2) hours**

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Answer any **Four (4)** questions.

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- (1) (a) What do you understand by the process of communication? Briefly explain each element of the process.  
(20 Marks)
- (b) Give reasons as to why it is important to understand the process of communication, before initiating an effective communication.  
(40 Marks)
- (c) Discuss the barriers to effective communication with suitable examples.  
(40 Marks)
- (2) "Messages expressed by nonlinguistic means are known as non-verbal communication."  
Write an essay on non-verbal communication, highlighting its importance.  
(100 Marks)
- (3) Assume that you are invited to deliver a speech on "Advantages of Modern Information Technology" to Grade 12 students of a rural village school, which even does not have a computer. Explain how you would prepare, in order to deliver an effective presentation in front of your given audience.  
(100 Marks)
- (4) (a) Briefly explain the means of effective listening.  
(12 Marks)
- (b) "There is no difference between hearing and listening."  
Do you agree with the above statement? Justify your answer.  
(28 Marks)

- (c). Explain how you, as a university student, are going to be an effective listener at a lecture?

(60 Marks)

- (5) (a) Write a complaint letter, considering the scenario given below.

Scenario: You have ordered some trousers through the ABC Company's mail order catalogue form. They arrived in good time but you did not like them, and so returned them through the post office. You obtained a receipt. However, the ABC Company has now sent you a statement saying that you have to pay Rs. 9400.00 for the trousers.

(60 Marks)

- (b) In recent months, your company staff has not been punctual in reporting for work. As the Manager/Human Resources of the company, write a memorandum to your company staff including the following aspects/features.

1. The importance of being punctual.
2. Table or graph explaining the trend of latecomers.
3. Some recommendations on how they can be punctual. (E.g. Use office transport rather than public transport)

Ensure that your message is clear, courteous and complete.

Some information that you may be needed:

- In the month of July: 3% of staff was late for 5 times or more.
- In August: 10% of staff was late for 5 times or more.
- In September: 20% of staff late for 5 times or more.
- In October: 25% of staff late for 5 times or more..
- Working Hours: 8.30 am to 4.30 pm
- Top five reasons for being late:
  - Could not get a taxi.
  - Train broke down.
  - Overslept.
  - Got caught in the traffic jam.
  - Heavy rain.

(40 Marks)

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