



## TERTIARY AND VOCATIONAL EDUCATION COMMISSION

NVQ Level 5 Semester I Examination – 2020/21

### Diploma in Cosmetology Workplace Communication Management – EPM 02

Answer any **five (05)** Questions.

Time: 3 Hours

Total Marks: 100

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- 1) To be an effective and valuable member of your workplace it is important that you become skilled in all the different methods of communication that are appropriate.
- a) Identify and briefly explain the 2 main functions of effective communication (4 marks)
  - b) Identify the following element of process of communication (4 marks)
    - (i) The process of translating images into symbols
    - (ii) person who transmits the message
    - (iii) way or mode the message flows or is transmitted through
    - (iv) interpreting or converting the sent message into intelligible language
  - c) Differentiate the terms downward communication and upward communication (4 marks)
  - d) Feedback is the final component and one of the important factors in the process of communication. Elaborate the statement (4 marks)
  - e) Identify the difference of Signs and symbols in communication (4 marks)
- (20 Marks)**
- 2) Effective communication in the workplace is not always straightforward and barriers can easily get in the way. They cause messages to become distorted, subsequently leading to confusion, misunderstanding and even offense in some cases.
- a) Companies with unclear structures can make communication difficult. Elaborate the statement (5 marks)
  - b) In communication, the validity of the message is tied to the reputation of the sender. If the receiver doesn't trust the sender, he will view the message itself with misbelieved or suspicion. Do you agree with the statement, Explain (5 marks)
  - c) Describe noise in communication (5 marks)
  - d) Identify 5 characteristics of proper message in communication (5 marks)
- (20 marks)**

- 3) Having a good communication policy in place reduces conflicts and misunderstandings, and also eases transitions such as layoffs or mergers.
- Employee communication policies can vary according to organization type. Elaborate the statement (5 marks)
  - Explain 2 importance of having written communication policy in an organization. (5 marks)
  - How does empathy support to carry out successful in communication in an organization (5 marks )
  - Discuss the important of communication protocol and procedure for an organization (5marks )
- (20 marks)**
- 4) ICT makes a business more efficient, effective and promptly respond to customers' needs. ICT can assist business activities including design, manufacturing, R & D, distribution and sales and feedback.
- What are the important communication tools that could be seen in government organizations (5 marks)
  - What are the mobile base electronic channels used in the Morden organization. (5 marks)
  - Bringing in online booking system is one way to take control of that environment. Enabling clients to schedule an appointment online and automatically synchronize with your employees' schedules can relieve a huge logistical burden. Explain 3 benefits of an online booking system for hairdressing salons. (5 marks)
  - Suppose you the Owner of Salon Nithya , Identify and explain 5 different type social media post contents you should share in order enhance your customer base. (5 marks)
- (20 marks)**
- 5) Explain the importance of maintain following digital platforms to your salon. (5 marks each)
- Facebook
  - Instagram
  - Website
  - LinkedIn
- (20 marks)**
- 6) Select any four topics following and write short note (5 marks each)
- differences between internal and external communication
  - Informal communication
  - Personal values and communication
  - Non Verbal communication
- (20 marks)**
- 7) The COVID-19 pandemic has changed the whole communication modes. As a result, education and communication has changed dramatically, with the distinctive rise of virtual-learning, whereby teaching is undertaken remotely and on digital platforms.
- Explain the term Virtual communication (5 marks)
  - Identify 5 tool of virtual communication (5 marks)
  - Identify the and explain 2 positive aspects of virtual learning as a student (5 marks)
  - After this pandemic situation Salons are to be work on a minimum touch model .Identify and explain how to manage this situation (5 marks)
- (20 marks)**