



Knowledge for Development

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**KIBABII UNIVERSITY
(KIBU)**

**UNIVERSITY MAIN EXAMINATIONS
2017/2018 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
YEAR ONE SEMESTER ONE EXAMINATIONS**

**FOR THE CERTIFICATE IN INFORMATION
TECHNOLOGY**

COURSE CODE: ITC 016

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 19/01/2018 TIME: 9.00 – 11.00 AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

QUESTION ONE [24 Marks]

- a. Define communication [2 Marks]
- b. Explain communication process with graphical illustration, identify the six stages of the communication. [6 Marks]
- c. Discuss the characteristics of communication [7 Marks]
- d. Discuss essential of elements in communication [9 Marks]

QUESTION TWO [18 Marks]

- a. Distinguish between downward, upward and horizontal organization communication. [6Marks]
- b. Describe the barriers of business communication in an organization and state how you can overcome them. [12 Marks]

QUESTION THREE [18 Marks]

- a. Give examples some of non-verbal communication application in business. [12Marks]
- b. Distinguish between organizational and interpersonal barriers. [6 Marks]

QUESTION FOUR [18 Marks]

- a. 'The objectives of communication are many and varied.' Discuss. [10 Marks]
- b. Explain the importance of business communication in an organization. [8 Marks]

QUESTION FIVE [18 Marks]

- a. Define written business communication [2 Marks]
- b. List various forms of business letters and explain circumstance in which each type is used. [10 Marks]
- c. List six electronic devices used in Information technology and describe how each functions. [6 Marks]