



*Knowledge for Development*

**KIBABII UNIVERSITY  
(KIBU)**

**UNIVERSITY  
SUPPLEMENTARY EXAMINATION  
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: 19/10/2018 TIME: 11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS TO CANDIDATES  
ANSWER QUESTIONS ONE AND ANY OTHER TWO**

**QUESTION ONE [24 Marks]**

- a. Define written business communication. [2 Marks]
- b. Define the term organizational communication. [2 Marks]
- c. You are the head of a newly opened branch of your company in a Metropolitan city. Write a letter to your prospective customers introducing your company and the product range. [10 Marks]
- d. Write a letter to a candidate who has appeared for an interview and has been shortlisted to report. [10 Marks]

**QUESTION TWO [18 Marks]**

- a. The objectives of communication are many and varied. Discuss [10 Marks]
- b. Write a brief note on the importance of feedback in business communication. [8 Marks]

**QUESTION THREE [18 Marks]**

- a. List various forms of business letters and explain circumstance in which each type is used. [8 Marks]
- b. Elaborate the ten commandments of listening. [10Marks]

**QUESTION FOUR [18 Marks]**

- a. Why do we need meetings? What are the necessary steps to be taken before calling a meeting? [8 Marks]
- b. Explain the roles of a chairperson and a secretary in a meeting [10 Marks]

**QUESTION FIVE [18 Marks]**

- a. Explain the various types of interview relevant to a business organization. [10marks]
- b. Elucidate the various qualities which an interviewer looks for while selecting a candidate. [8 Marks]