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KIBABII UNIVERSITY



(Knowledge for Development)

**UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR
MAIN EXAMINATION
FOR THE DIPLOMA IN BUSINESS**

COURSE CODE: DIB 104

**COURSE TITLE: BUSINESS COMMUNICATION AND
INFORMATION SYSTEMS**

DATE: 12/5/2021

TIME: 9.00AM-11.00AM

INSTRUCTIONS TO CANDIDATES

Answer Question One in Section A and Any other TWO (2) Questions in Section B

TIME: 2 Hours



KIBUCO observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

SECTION A (COMPULSORY)

QUESTION ONE (30 marks)

- a) Define Communication and indicate its purpose (5mks)
- b) With the help of an illustration, describe the communication process clearly showing its components (10mks)
- c) Assuming you are the chair of the circulation subcommittee of “women” magazine and management has tasked you to investigate causes of decline in the circulation, give a detailed report of the investigation in one months’ time. (10mks)
- d) Differentiate between an Application letter and a Cover letter (5mks)

SECTION B (CHOOSE ANY TWO QUESTIONS)

QUESTION TWO

- a) Discuss the Shannon and Weaver model of communication citing its criticisms and its applicability to the current business organisations (15mks)
- b) Briefly describe the principles of effective communication (5mks)

QUESTION THREE

- a) Emanate the usual contents of a Bio data, give specimen of the Biodata of a candidate for the post of an assistant accountant. (15mks)
- b) Differentiate between Primary and Secondary storage devices giving examples in each case. (5mks)

QUESTION FOUR

- a) Define listening and highlight nine steps that can help students become good listeners. (10mks)
- b) Name and explain three types of communication available in business.(10mks)

QUESTION FIVE

- a) You have been requested to provide secretarial services to the stakeholders meeting. Write a notice of the meeting (10mks)
- b) Write minutes of the above meeting (10mks)