



Knowledge for Development

**KIBABII UNIVERSITY
(KIBU)**

UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
SPECIAL/SUPPLEMENTARY EXAMINATIONS
YEAR ONE SEMESTER ONE EXAMINATIONS**

**FOR THE CERTIFICATE IN
(INFORMATION TECHNOLOGY)**

COURSE CODE: ITC 016

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 03/02/2021 TIME: 8.00 A.M. – 10.00 A.M.

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

TIME: 2 HOURS

QUESTION ONE (COMPULSORY) [24 Marks]

- a. Make out a representation to your head office seeking permission to organize an in-house training program for your frontline staff on handling customer complaints. [10 Marks]
- b. List out any four barriers to communication and state how they can be overcome? [8 Marks]
- c. Which are the various types of communication that are relevant to a large multi-office service sector organization? [6 Marks]

QUESTION TWO [18 Marks]

- a. What are the various objectives which communication strives to achieve in large business organizations? [10 Marks]
- b. State the significance of handshake in ensuring positive communication in the organizational context. [8 Marks]

QUESTION THREE [18 Marks]

- a. Discuss the advantages and Limitations of using Computers in an organization. [12 Marks]
- b. How is internal communication different from external communication? [6 Marks]

QUESTION FOUR [18 Marks]

- a. Discuss the types of non-verbal communication. [10 Marks]
- b. Explain the advantages of upward communication. [8 Marks]

QUESTION FIVE [18 Marks]

- a. Discuss the process of listening. [10 Marks]
- b. Explain various types of interviews in today's organizations. [8 Marks]