

KIBABII UNIVERSITY



**UNIVERSITY EXAMINATIONS  
MAIN EXAMINATION  
2020/2021 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER  
FOR THE DEGREE OF BACHELORS IN BUSINESS  
MANAGEMENT**

**COURSE CODE: BBM 226**

**COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: 08/10/2021**

**TIME: 9.00 – 11.00AM**

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**INSTRUCTIONS TO CANDIDATES**

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
  - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
  - 3) Credit is given for legibility, clarity and use of relevant examples
  - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
  - 5) Clearly write your **Registration Number** on each answer sheet used
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**TIME: 3 Hours**

**KIBU observes ZERO tolerance to examination cheating**

### QUESTION ONE

You are a manager of ABC Company and suddenly you discover that the employees are not performing as per the requirements. You later on discover that there is a breakdown in communication.

- i. Describe the kind of adjustments you will undertake to normalise the situation. (10 marks)
- ii. Explain five ways in which ICT can contribute to effective and efficient communication in organizations. (10 marks)
- iii. As a consultant in communication, discuss ways in which you will convince organizations that meetings are effective form of communication? (10 marks)

### QUESTION TWO

- a). Why should organizations embrace the use of business letters during this time of advanced technology? (10 marks)
- b). Discuss any other alternative form of communication you can recommend to organizations which do not want to embrace letters (10 marks)

### QUESTION THREE

- i. Meetings are very important and inevitable in any organization. Explain the role of a chairman during meetings by giving relevant examples (10 Marks)
- ii. As an interviewer, how would you prepare for the forthcoming interviews that are scheduled to take place in your organization (10Marks)

### QUESTION FOUR

- i. With reference to an advertisement in "Nation Newspaper", write a letter to Africa Aluminium Co. Ltd, inquiring the type of products, price and terms of sale. (10 Marks)
- ii. Discuss the role of E- communication in organizations. (10 Marks)

### QUESTION FIVE

As a manager your preferred mode of communication in the organization is by Memorandum.

Required:

- i. Convince your staff why you prefer Memorandum for internal communication? (10 Marks)
- ii. Draft a Memorandum to the office staff informing them of a general staff meeting that is forthcoming. (10 Marks)