



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2019/2020 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 408

COURSE TITLE: BUSINESS TO BUSINESS COMMUNICATION

DATE: 9TH FEBRUARY, 2021

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

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

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Explain why communication is of essence in the business world. (10 marks)
- b) Write a letter of inquiry to the head of procurement of Kabaas Enterprises seeking to know why your order has not been delivered. (20 marks)

QUESTION TWO (20 MARKS)

Understanding organizational culture is one step towards realizing efficiency in communication. Using Harrison's four cultures model, explain the various types of cultures that exist in an organization.

QUESTIONS THREE - (20 MARKS)

Business communication happens within a context which influences the content, quality and the effectiveness of a communication event. Identify three contextual forces that influence business communication.

QUESTION FOUR (20 MARKS)

Using appropriate examples, explain the meaning of the following varieties of language:

- a) Registers (7 marks)
- b) Accent (6 marks)
- c) Dialects (7 marks)

QUESTION FIVE (20 MARKS)

Explain how the use of ICTs has revolutionised communication in the business environment.