

15



Knowledge for Development

**KIBABII UNIVERSITY
(KIBU)**

**UNIVERSITY MAIN EXAMINATIONS
2020/2021 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
YEAR ONE SEMESTER ONE EXAMINATIONS**

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

COURSE CODE: DIT 056

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 16/07/2021

TIME: 9.00 AM- 11.00 AM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

TIME: 2 HOURS

QUESTION ONE (COMPULSORY) [24 MARKS]

- a. A memo has specific features and format, state the main features of a typical memo. **[5 Marks]**
- b. Give five disadvantages of non-verbal communication. **[5 Marks]**
- c. Illustrate clearly the process of business communication. **[6 Marks]**
- d. Different types of letters are used in business correspondence depending on situations. Explain the most common situations in which business letters are applied. **[8 Marks]**

QUESTION TWO [18 MARKS]

- a. Discuss the characteristics of business communication. **[10 Marks]**
- b. People can communicate through numerous forms of non-verbal behaviour. "Discuss". **[8 Marks]**

QUESTION THREE [18 MARKS]

- a. Explain four qualities of good business communication. **[8 Marks]**
- b. Elucidate the importance of feedback in business communication. **[10 Marks]**

QUESTION FOUR [18 MARKS]

- a. Explain an illustrative list of various kinds of business reports. **[10Marks]**
- b. Discuss the advantages and disadvantages of using computer in business organization set up. **[8 Marks]**

QUESTION FIVE [18 MARKS]

- a. Good listening creates a positive environment and motivates the communicator. In order to be a good listener, it is necessary to appreciate the listening process and master the listening skills. Explain the process of listening. **[10 Marks]**
- b. Explain the most commonly used forms of oral communication in organization. **[8 Marks]**