

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR SECOND YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BBM 226

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 10/05/2022

TIME: 9.00AM – 11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

- a) You have been invited by Royal Communications Company to give a speech on forms of communication. Briefly describe the kind of recommends you would make for effective business communication in the organization (10 Marks).
- b) Recommend to the organization why it should embrace Information Communication Technology in day to day business communication? (10 Marks)
- c) Sometimes Royal Communications Company prefers holding meetings as another form of communication, give five reasons that makes the said communication effective? (10 Marks)

QUESTION TWO

- a). With reference to an advertisement in "Star Newspaper", write a letter to Mwamko Company Limited, inquiring the type of products, price and terms of sale for their products (10 Marks)
- b). Give and explain the advantages of using business letters in the organizations (10 Marks)

QUESTION THREE

- a). Most organizations prefer Interviews as a means of promoting staff. Explain why the chairman is important during interviews, by giving relevant examples (10 Marks)
- b). You have been invited to attend an interview for the job that you recently applied. Explain how you will prepare for the same? (10Marks)

QUESTION FOUR

- a. With relevant examples, identify and explain the different types of reports? (2 marks)
- b. Reports of any form may be used in business communication to deliver message. Prepare a brief written report on a workshop which you recently attended in Kampala, Uganda? (8 Marks)
- c). As a marketing employee of Toweto company, you have been out in the field to collect information on your new products that have just been supplied. Prepare a speech on your findings to be presented during the general staff meeting? (10 Marks)

QUESTION FIVE

- a). With relevant examples, explain any five ways in which organizations can effectively improve business Communication? (10 Marks)
- b). Using examples, give and explain any five types of oral business communication that are commonly used in organizations in Kenya? (10 Marks)