

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

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

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR COMMERCE

COURSE CODE: BCO 224/BCB 211/ BBM 226

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 17/02/2021

TIME: 2.00PM-4.00PM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

KIBU observes ZERO tolerance to examination cheating

SECTION A – Compulsory (30 marks)

Question 1

- (a) You have been requested to provide secretarial services to the stakeholders' meeting. Write a notice of a meeting. (10marks)
- (b) Write Minutes of the above meeting. (20 marks)

Section B – Attempt any two questions (40 marks)

Question 2

The purpose of business writing is to convey information to someone else or to request information from them. To be effective in writing for business, you must be complete, concise, and accurate. Discuss. (20 marks)

Question 3

Discuss the Shannon and weaver model of communication citing relevant examples and their applicability to the current business organizations. (20 marks)

Question 4

Kibabii University is seeking to employ additional staff. Write a letter of application to the advertised position of your interest. (20 marks)

Question 5

A lot of writing for business is sloppy, poorly written, disorganized, littered with jargon, and incomplete. Elaborately discuss the steps you need to follow to create effective business writing. (20 marks)