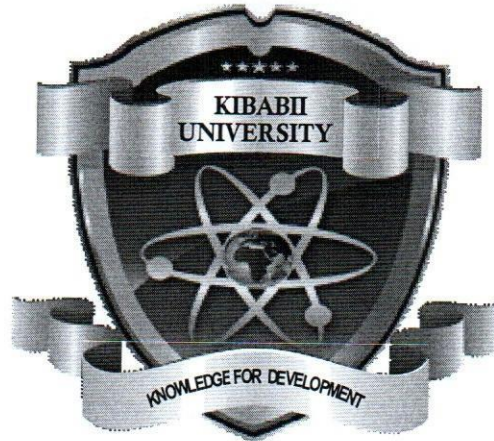


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# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR SECOND YEAR SECOND SEMESTER

### SPECIAL/SUPPLEMENTARY EXAMINATION

### FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

**COURSE CODE: BBM 226**

**COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: 26/07/2022**

**TIME: 11.00AM – 1.00PM**

#### **INSTRUCTION TO CANDIDATES**

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

### QUESTION TWO

- d) You have been invited by xyz company to give a speech on communication system briefly describe the kind of adjustments you would recommend for an organization suffering from poor communication system (10 marks)
- e) Communication is the sum of all things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves systematic and continuous process of telling, listening and understanding discuss. (10 marks)

### QUESTION THREE

- 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 FOUR

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

### QUESTION FIVE

- a). 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)
- b). Discuss the role of E- communication in organizations. (10 Marks)