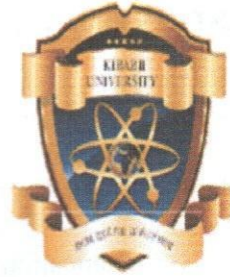


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(Knowledge for Development)

**KIBABII UNIVERSITY
(KIBU)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SPECIAL/SUPPLEMENTARY EXAMINATION

FIRST YEAR FIRST SEMESTER EXAMINATION

FOR THE DIPLOMA IN

(INFORMATION TECHNOLOGY)

COURSE CODE: DIT 056

COURSE TITLE: BUSINESS COMMUNICATION

**DATE: 15/07/2022 TIME: 2.00 P.M. – 4.00 P.M.
2HRS**

INSTRUCTIONS TO CANDIDATES:

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

Paper Consists of 2 Printed Pages. Please Turn Over ➡

QUESTION ONE [24 Marks]

- a. Business letters, to be good and effective, must contain certain essentials. In other words, business letters should conform to certain minimum standards of letter writing. Discuss. [10 Marks]
- b. Explain the advantages and disadvantages of non-verbal business communication. [10 Marks]
- c. State the importance of business communication. [4 Marks]

QUESTION TWO [18 Marks]

- a. Reports are of various types. They could be big or small, individual or group, routing or special, formal or informal, interim or final. Discuss various types of reports. [12 Marks]
- b. Discuss various types of listening. [6 Marks]

QUESTION THREE [18 Marks]

- a. Communication takes place through various methods and channels. [10 Marks]
- b. State and explain the barriers of business communication [8 Marks]

QUESTION FOUR [18 Marks]

- a. Explain the various types of organizational structures. [10 Marks]
- b. Discuss the upward communication and downward communication. [8 Marks]

QUESTION FIVE [18 Marks]

- a. Elucidate the ten commandments of listening. [10 Marks]
- b. State and explain the Principles of Persuasion [8 Marks]