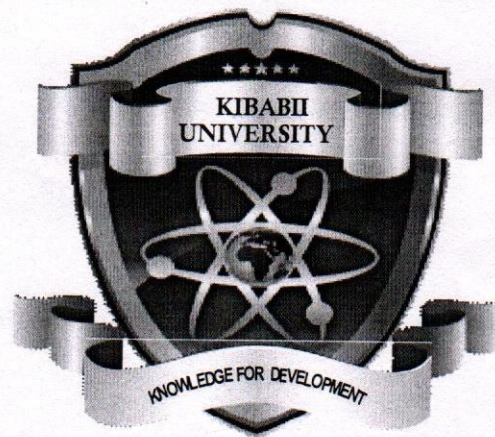


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS SPECIAL / SUPPLEMENTARY EXAMS 2016/2017 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DIB 104

COURSE TITLE: BUSINESS COMMUNICATION AND INFORMATION
SYSTEMS

DATE: 28TH SEPTEMBER 2017

TIME: 8.00 – 10.00AM

INSTRUCTIONS TO CANDIDATES

Answer All questions in Section A and Any other TWO (2) Questions from section B

QUESTION 1

- a) Explain what you understand by the concept of business communication (2mks)
- b) Which five specific purposes does effective communication serve in an organizational context? (10mks)
- c) For effective communication to happen, certain fundamental principles should be observed. Discuss any five such principles (10mks)
- d) Explain in detail some five key features of a memorandum as a written mode of communication (10mks)
- e) Describe any four hardware components of a computer (8mks)

QUESTION 2

Write short notes on the following communication types to clearly demonstrate your understanding of the same:

- i. Formal communication (4mks)
- ii. Informal communication (4mks)
- iii. Internal operational communication (4mks)
- iv. External operational communication (4mks)
- v. Personal communication (4mks)

QUESTION 3

Describe in detail the various steps that one should take while preparing to make an effective formal presentation on some topical issue as an oral mode of communication (20mks)

QUESTION 4

- a) Formal meetings are a very common feature in running of companies clearly distinguish between the following categories of company meetings:
 - i. Annual general meetings (AGM) (3mks)
 - ii. Board meetings (3mks)
 - iii. Statutory meetings (3mks)
 - iv. Departmental meetings (3mks)
- b) Discuss any two sender related and two receiver related barriers to effective communication (8mks)

QUESTION FIVE

- a) A good information system should give information that is suitable for effective decision making in the organization. Discuss any five qualities of good information for decision making. (10mks)
- b) Describe 5 ways in which a sound information system can aid in effective business management (10mks)