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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR FIRST YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE DIPLOMA OF BUSINESS MANAGEMENT

COURSE CODE: DIB 104

COURSE TITLE: BUSINESS COMMUNICATION AND
INFORMATION SYSTEM

DATE: 17/05/2022

TIME: 9.00AM – 11.00AM

INSTRUCTION TO CANDIDATES

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

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

(a) You are in-charge of a Book – shop called Brilliant Books as an Assistant to the Manager Mrs. Yvone Oketch. The Bookshop has rules about the staff. The contract says that all staff should wear black or dark blue trousers or skirts with a white shirt or blouse. Mrs. Oketch says to you, “I would like you to send a memo, to the staff supervisor, Mrs. Scola Kilonzi. I have noticed that some office staff have not been following the rules recently. Please remind her that the staff should follow the rules. I have seen some of the officers with long hair that is not pinned up, staff wearing trainers and not the correct shoes. I want you to mention in particular that a small amount of price can be won, such as a pay increment but nothing too much. You’d better use my name in the memo”.

Question

- a. Write a memo to, the staff supervisor, about the Company’s clothing rules and ask her to make sure that her staffs follow the rules. **[10marks]**
- b. You are due to attend an interview for a job that you really care about. Explain the non-verbal communication signals that you will use to persuade your interviewers that you are the most suitable candidate for the job. **[7marks]**
- c. Identify SIX reasons that would hinder a prospective employer from hiring an interviewee in-spite of having all the required Educational Qualifications. **[6marks]**
- d. What are the barriers to effective communication **[7marks]**

QUESTION TWO

- a. With the help of a diagram, illustrate the communication process/cycle **[10marks]**
- a. We can communicate an idea around the world in seventy seconds, but it sometimes takes years for an idea to get through a human brain. This statement refers to poor listening skills.
 - i. Briefly explain how a receiver can make the work of a presenter effective **[5marks]**
 - ii. What are the possible barriers to listening **[5marks]**

QUESTION THREE

- a. “A picture is worth a thousand words “discuss. **[5marks]**
- b. Give the difference between a pie chart and a graph **[4marks]**
- c. Differentiate between visual communication and non-verbal communication as used in business environment **[4marks]**
- d. Briefly give different categories of non-verbal communication **[7marks]**

QUESTION FOUR

- a. Clearly outline the essentials of a business letter as a communication tool [6marks]
- b. What is a 'Report'? [2marks]
- c. List and elaborate on the sections of report [6marks]
- d. Define the term, electronic mail (e-mail) and explain its usefulness to business communication. [6marks]

QUESTION FIVE

- a. Define the term Interview [2marks]
- b. State and explain four interviewing techniques used by employers [8marks]
- c. There is always tension and emotions before, during and after an interview. As a guru in business communication, you have been invited to talk to finalist students on how to prepare for an interview. Discuss. [10marks]