

# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS SPECIAL/SUPPLEMENTARY EXAMINATION

2020/2021 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELORS IN BUSINESS  
MANAGEMENT

COURSE CODE: BBM 226

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 20/01/2022

TIME: 2.00 – 4.00PM

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### INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
  - 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
  - 3) Credit is given for legibility, clarity and use of relevant examples
  - 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
  - 5) Clearly write your **Registration Number** on each answer sheet used
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TIME: 3 Hours

KIBU observes ZERO tolerance to examination cheating

## QUESTION ONE

Company XYZ has advertised for a position of a Marketing Manager

Required:

- i. Draft an application letter for the post in company XYZ. (10 Marks)
- ii. Identify five advantages and disadvantages of using the above means of written of communication in an organization (10 Marks)
- iii. Name five other types of business letters and explain their application in business organizations (10 Marks)

## QUESTION TWO

- i. If you were a Manager of a business firm, what instructions would you like to give to the members of your staff to encourage effective use of reports in communication? (10 Marks)
- ii. What are the advantages of written reports over verbal reports in organizations? (10 Marks)

## QUESTION THREE

- i. A supervisor in your company has retired after serving the company for forty years. He is being given a farewell by your staff welfare association. Draft a suitable speech for the occasion. Identify the type of speech you would prepare and write the speech? (10 marks)
- ii. What are the characteristics of a good speech (10 marks)

## QUESTION FOUR

As a manager your preferred mode of communication in the organization is by Memorandum.

Required:

- i. Convince your staff why you prefer Memorandum for internal communication? (10 Marks)
- ii. Draft a Memorandum to the office staff informing them of a general staff meeting that is forthcoming. (10 Marks)

## QUESTION FIVE

- i. 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)
- ii. Discuss the role of E- communication in organizations. (10 Marks)