



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2020/2021 ACADEMIC YEAR**

**FOURTH YEAR SECOND SEMESTER**

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND  
MASS COMMUNICATION**

**COURSE CODE: JMC 408**

**COURSE TITLE: BUSINESS TO BUSINESS COMMUNICATION**

**DATE: 20<sup>TH</sup> JANUARY, 2022**

**TIME: 11.00AM - 1.00PM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over. ►*

**KIBU** observes **ZERO** tolerance to examination cheating.

### **QUESTION ONE - COMPULSORY (30 MARKS)**

#### **EITHER**

- a) Explain why communication is of essence in the business world. (10 marks)
- b) Write a letter of inquiry to the head of procurement of Kabaas Enterprises seeking to know why your order has not been delivered. (20 marks)

#### **OR**

- a) Explain what is meant by business to business communication. (2 marks)
- b) Using examples, differentiate between corporate advertising and industrial advertising. (3 marks)
- c) Discuss **FIVE** elements of business to business communication. (10 marks)
- d) State **FIVE** objectives that business to business communication aims to achieve. (5 marks)
- e) Highlight **FIVE** media/tools that can be used to advertise a business. (10 marks)

### **QUESTION TWO (20 MARKS)**

Understanding organizational culture is one step towards realizing efficiency in communication. Using Harrison's four cultures model, explain the various types of cultures that exist in an organization.

### **QUESTION THREE (20 MARKS)**

Using appropriate examples, explain the meaning of the following varieties of language:

- a) Registers (7 marks)
- b) Accent (6 marks)
- c) Dialects (7 marks)

### **QUESTION FOUR (20 MARKS)**

- a) Describe **FIVE** roles of corporate advertising to an organization. (10 marks)
- b) Discuss any **FIVE** media that can be used to conduct corporate advertising. (10 marks)

### **QUESTION FIVE (20 MARKS)**

- a) Define the term business correspondence and state **THREE** forms of business correspondence (3 marks)
  - b) Discuss **FIVE** importance of business correspondence. (10 marks)
- Highlight the major parts/sections of a business letter (7 marks)