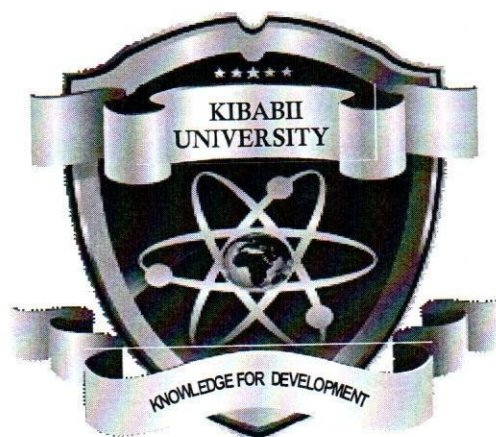


KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS
SPECIAL/SUPPLEMENTARY EXAMINATIONS
2020/2021 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER
FOR THE DEGREE OF BACHELORS OF COMMERCE

COURSE CODE: BCO 224

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 18/01/2021

TIME: 11.00AM – 2.00PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

KIBU observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

QUESTION ONE (COMPULSORY)

- a) You have just been appointed as the new managing director of Muhoso Limited company. You are concerned at the way many of the receptionists and clerical staff answer the telephone. You feel that all such staff should receive some training in the immediate future in telephone handling techniques. Draft a memorandum which you will send to all the departmental managers inviting them in addition to bringing their ideas for any such training to the proposed meeting [10 marks]
- b) You have been appointed as the new administrative manager of the lamb limited, and your first assignment is to improve the communication between the various departments of the company. Briefly explain any five factors that you would consider in achieving this task [10 marks]
- c) Communication is the lifeblood of every organization with its importance often implied. As the modern manager in the company describe the importance of communication to the external environment [10 marks]

QUESTION TWO

- a) You are required to address a managers' meeting in order to convince them that a change policy is needed. Describe the oral and other communication skills that this will call on you to use [10 marks]
- b) Briefly discuss the channels of communication that you will employ given the carried pandemic of Covid-19 [10 marks]

QUESTION THREE

- a) Successful management decisions must pass through various bottlenecks prior to achieving desired results. Explain [10 marks]
- b) Explain five benefits that would accrue to an organization having a sound communication policy [5 marks]
- c) Describe the various elements of the communication process [5 marks]

QUESTION FOUR

- a) Discuss the various legal aspects in business communication [10 marks]
- b) Briefly describe how the various barriers to interpersonal communication within the organization can be surmounted [10 marks]

QUESTION FIVE

- a) The Board of Directors of Tabora company limited recently received a report on the internal controls of the company. Explain the issues which might have been raised in the report [10 marks]

b) You have been assigned to study a business report in your firm as the company's communication executive. In your study you notice that it is a very important tool to the management team

a) Define the term Business Report

[1 mark]

b) Briefly explain any **six** functions of a business report

[6 marks]

c) Give any **Three** types of business reports

[3 marks]