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Knowledge for Development

**KIBABII UNIVERSITY
(KIBU)**

**UNIVERSITY MAIN EXAMINATIONS
2021/2022 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
YEAR ONE SEMESTER ONE EXAMINATIONS**

**FOR THE CERTIFICATE IN
(INFORMATION TECHNOLOGY)**

COURSE CODE: ITC 016

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 31/01/2022

TIME: 8.00 A.M. - 10.00 A.M.

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

TIME: 2 HOURS

QUESTION ONE [24 Marks]

- a. Organizational business communication takes place in two primary direction. Explain the two directions. [4 Marks]
- b. List and explain some of the variety of channels in downward communication that are used in an organization. [10 Marks]
- c. 'The objectives of communication are many and varied'. Discuss. [10 Marks]

QUESTION TWO [18 Marks]

- a. Discuss the most commonly used forms of oral communication in an organization. [10 Marks]
- b. Explain the barriers that impair the quality of business communication. [8 Marks]

QUESTION THREE [18 Marks]

- a. Interviews are a form of conversation between two or more people who share an idea or information. Elucidate the most popular interviews conducted in an organization. [10 Marks]
- a. Explain the various forms of upward communication. [8 Marks]

QUESTION FOUR [18 Marks]

- a. People can communicate through numerous forms of non-verbal behaviour. Explain. [12 Marks]
- b. List the advantages of downward communication. [6 Marks]

QUESTION FIVE [18 Marks]

- a. Discuss the role of non-verbal communication. [10 Marks]
- b. Explain the qualities of good communication. [8 Marks]