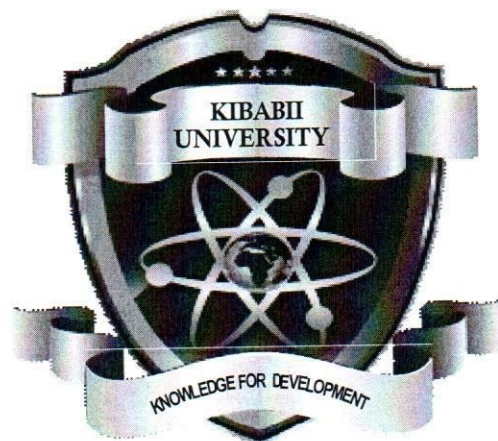


# KIBABII UNIVERSITY



## UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER  
MAIN EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF  
COMMERCE/BUSINESS MANAGEMENT**

**COURSE CODE: BBM 224 / BCO 224**

**COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: 04/08/2021**

**TIME: 2.00PM-12.00PM**

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### **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 (30 MARKS)

a. Business communication skills are critical to the success of any organization despite its size, geographical location, and its mission. Highlight 3 key communication skills today managers require. (6mks)

b. Describe the communication process utilized in professional organization (10mks)

c. Outline the three styles of writing (3mks)

d. Reading is an astoundingly complex cognitive process. While we often think of reading as one singular act, our brains are actually engaging in a number of tasks simultaneously each time we sit down with a book. Define the following aspects of reading process. (3mks)

I. Phonics

II. Phonemic awareness

III. fluency

e. Abraham Lincoln once said: "Give me six hours to chop down a tree, and I will spend the first four sharpening the ax." Preparation is indeed the key ingredient for interview success. Define 3 necessary preparation required for a smooth interviews process. (6mks)

f. Differentiate between formal an informal channels of communication (2mks)

### SECTION B

#### QUESTION TWO

For any kind of communication to be successful, it is essential that the receiver attributes the same meaning to the message as intended by the sender of the message. But all acts of communication are not perfect or successful. At times, some meaning is lost as the message encounters various barriers along its passage between the sender and the

receiver. Such barriers may arise at any of the stages through which a message passes during the process of communication.

Discuss the clusters of communication barriers (20mks)

### QUESTION THREE

a. A meeting is a formal or informal deliberative assembly of individuals called to debate certain issues and problems, and to take decisions. Formal meetings are held at definite times, at a definite place, and usually for a definite duration to follow an agreed upon agenda. Highlight the three types of meetings you are familiar with. (12mks)

b. Describe the importance of editing and proof reading? (8mks)

### QUESTION FOUR

a. Whether you are preparing an e-mail message, memo, letter, or oral presentation, the process will be easier if you follow a systematic plan. The 3-x-3 writing process breaks the entire task into three phases; Explain them (9mks)

b. Discuss key characteristic of an effective meeting (11mks)

### QUESTION FIVE

a. As a student who has learned about interview preparation, outline most common body language interview mistakes during the interview process (10mks)

b. Differentiate between "memo format" and "letter format report" (10mks)