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Knowledge for Development

**KIBABII UNIVERSITY
(KIBU)**

**UNIVERSITY EXAMINATIONS
2020/2021 ACADEMIC YEAR**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS
YEAR ONE SEMESTER ONE EXAMINATIONS**

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

COURSE CODE: DIT 056

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 01/10/2021 TIME: 8.00 A.M.– 10.00 A.M.

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO

TIME: 2 HOURS



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QUESTION ONE (COMPULSORY) [24 MARKS]

- a. Business letters should conform to certain minimum standard of letter writing. Discuss the essentials of a business letter. [10 Marks]
- b. Explain the advantages and disadvantages of using modern telephone in an organization. [6 Marks]
- c. Discuss the main characteristics of business communication. [8 Marks]

QUESTION TWO [18 MARKS]

- a. Discuss the dimensions of business communication. [12 Marks]
- b. Information constitutes an important facet of business communication. Explain the features of communication [6 Marks]

QUESTION THREE [18 MARKS]

- a. Explain types of listening. [6 Marks]
- b. People can communicate through numerous forms of non-verbal behaviour. Explain the most common expressions in non-verbal communication. [12 Marks]

QUESTION FOUR [18 MARKS]

- a. Discuss the principles of persuasion. [8 Marks]
- b. List and explain the ten commandments of listening. [10 Marks]

QUESTION FIVE [18 MARKS]

- a. Explain the most commonly used electronic devices in an organization. [8 Marks]
- b. Business letters are known to cover several widely accepted parts and a good business letter should be drafted in accordance with the principle of such formatting. Explain. [10 Marks]

