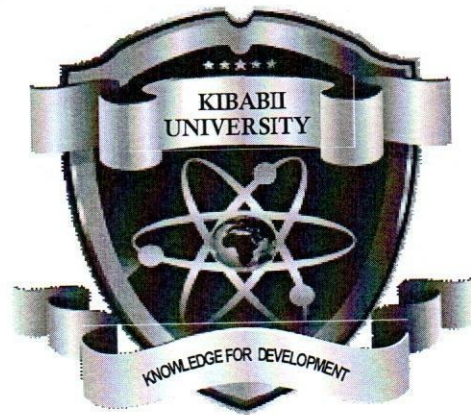


**KIBABII UNIVERSITY**



**UNIVERSITY EXAMINATIONS**

**MAIN EXAMINATION**

**2020/2021 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**FOR THE DIPLOMA IN BUSINESS ADMINISTRATION**

**COURSE CODE: DIB 104**

**COURSE TITLE: BUSINESS COMMUNICATION AND INFORMATION SYSTEMS**

**DATE: 20/07/2021**

**TIME: 9.00AM-11.00AM**

---

**INSTRUCTIONS TO CANDIDATES**

Answer Question ONE (compulsory) and ANY OTHER TWO questions

### QUESTION ONE

- a) Illustrate the importance of investing in information systems to business organisations. (8 Marks)
- b) Explain how the introduction of Information Systems in business has resulted to globalisation. (6 Marks)
- c) Discuss some of the features that will distinguish a business communication from other forms of communications. (10 Marks)
- d) Give the characteristics of a proper business write up. (6 Marks)

### QUESTIONS TWO

- a) Differentiate between the following (4 Marks)
  - i) Management report
  - ii) Financial report
- b) Give reasons why it is necessary to have both reports in (a) above to a company. (8 Marks)
- c) Discuss some of the factors to consider when settling on a suitable transmission channel for communication. (8 Marks)

### QUESTIONS THREE

- a) Define Noise in the context of business communication and give any *four* types of information system. (3 Marks)
- b) Discuss the different functions of an information system. (10 Marks)
- c) Explain the role played by personnel in information system. (7 Marks)

### QUESTION FOUR

- a) Distinguish between the following: (3 Marks)
  - i) Data
  - ii) Information
- b) A system hardware comprises of different parts, grouped in various categories with different functions. Illustrate each with its functions. (10 Marks)
- c) Describe a transactional processing system (TSS) and its functions in an information system. (7 Marks)