

18

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DIPLOMA OF BUSINESS MANAGEMENT

COURSE CODE: DIB 104

COURSE TITLE: BUSINESS COMMUNICATION AND
INFORMATION SYSTEM

DATE: 18/07/2022

TIME: 8.00AM – 10.00AM

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

- a. Define the term 'Communication' and explain why it is unavoidable. [5 marks]
- b. Identify and explain at least four elements of communication [10 marks]
- c. With the help of a diagram, discuss the key stages in the process of communication [10 marks]
- d. Clearly outline the essentials of a business letter as a communication tool [5 marks]

QUESTION TWO

Poor listening skills result in ineffective communication, which will usually have an adverse impact on the productivity of the individual, team or organization. Explain the barriers to effective listening. [10 marks]

- a. We can communicate an idea around the world in seventy seconds, but it sometimes takes years for an idea to get through a human brain. This statement refers to poor listening skills.
 - i. Briefly explain how a receiver can make the work of a presenter effective [5marks]
 - ii. What are the possible barriers to listening [5marks]

QUESTION THREE

- a. Define the term organizational communication [2 marks]
- b. Distinguish between downward, upward, and horizontal organizational communication [10 marks]
- c. Recall a grapevine business communication, which took place in your class. Explain how it affected the class [8 marks]

QUESTION FOUR

- a. Clearly outline the disadvantages of written communication to a firm [5marks]
- b. You have seen a job vacancy of which you are interested in the daily nation paper. Using your communication skills learnt, clearly write an application letter to the organization for the same. [10 marks]
- c. Define the term, electronic mail and explain its advantages as a communication tool. [5marks]

QUESTION FIVE

- a. Define the term 'Interview' and explain four interviewing techniques used by employers [10marks]
- b. What is a 'Report'? List and elaborate on the sections of report [10 marks]