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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR SECOND YEAR SECOND SEMESTER

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 224

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 13/05/2022

TIME: 9.00 – 11.00AM

INSTRUCTION TO CANDIDATES

- 1) The paper contains **FIVE** questions
- 2) Attempt **THREE** questions
- 3) Question **ONE** is Compulsory

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE

As the human resource manager of Mambo Company Ltd you have been requested by the general manager to investigate and report on performance of the company's office administrators who were unable to meet the agreed set targets for the year.

Methods you employed to collect data

- Questionnaires were given to the office administrators
- Office administrators were interviewed one-on- one
- Data was also collected through personal observation

Findings

- Office administrators were not motivated
- The office lay-out was poorly done
- Most of the office administrators complained of being overburdened
- There was a problem of unequal distribution of work
- Office administrators felt unappreciated and left out
- Communication from management to workers was poor
- Inadequate remuneration for overtime work
- Wrong employee placement

- a) Using the above information and any other relevant information, prepare a report for presentation to the general manager **(12marks)**
- (b) Explain the various ways of classifying reports **(8 marks)**
- (c) (i) Distinguish between a report and an essay **(4 marks)**
- (ii) Draft an e-mail from the general manager thanking you for the report writing **(6 marks)**

QUESTION TWO

- (a) As the communication officer in your organization, showcase how you would encourage and ensure upward movement of communication **(7 marks)**
- (b) Good listeners actively try to overcome barriers to successful listening. In relation to the above statement, examine the differences between effective listeners and ineffective listeners **(7 marks)**
- (c) With reference to written communication, explain the following:
- i. Proposal **(2 marks)**
 - ii. Memorandum **(2 marks)**

iii. Circular letters

(2 marks)

QUESTION THREE

- a) Quite often, senior management officers in an organization are called upon to deliver oral presentations in various forums within and out of the organization. In relation to the above statement, propose five steps followed in the preparation stage of a presentation **(10 marks)**
- b) Formal communication moves along the established channels of communication within the organization. Examine the disadvantages associated with this form of communication **(10 marks)**

QUESTION FOUR

- a) The communication context determines the various barriers that face communication. Describe the various psychological barriers to effective communication **(10 marks)**
- b) Analyze the features of grapevine communication **(5 marks)**
- c) Discuss five types of meetings that could be held by an organization **(5 marks)**

QUESTION FIVE

- (a) Enumerate six factors which might determine how a receiver decodes a message **(6 marks)**
- (b) In the context of the communication process, explain the roles of each of the following:
- (i) Sender **(7 marks)**
- (ii) Receiver **(7 marks)**