



(Knowledge for Development)

KIBABII UNIVERSITY
(KIBU)

UNIVERSITY EXAMINATIONS
2021/2022 ACADEMIC YEAR

SPECIAL/SUPPLEMENTARY EXAMINATIONS
YEAR ONE SEMESTER ONE EXAMINATIONS

FOR THE CERTIFICATE IN
(INFORMATION TECHNOLOGY)

COURSE CODE : ITC 016
COURSE TITLE : BUSINESS COMMUNICATION

DATE: 20/07/2022 **TIME: 11.00 A.M. – 1.00 P.M.**

INSTRUCTIONS TO CANDIDATES
ANSWER QUESTIONS ONE AND ANY OTHER TWO.

QUESTION ONE (COMPULSORY) [24 MARKS]

- a. Make out a presentation to your head office seeking permission to organize an in-house training program for your frontline staff on handling customer complaints. [10 Marks]
- b. List out any four barriers to communication and state how they can be overcome? [8 Marks]
- c. Which are the various types of communication that are relevant to a large multi-office service sector organization? [6 Marks]

QUESTION TWO [18 MARKS]

- a. What are the various objectives which communication strives to achieve in large business organizations? [10 Marks]
- b. State the significance of handshake in ensuring positive communication in the organizational context. [8Marks]

QUESTION THREE [18 MARKS]

- a. Discuss the advantages and Limitations of using Computers in an organization. [12 Marks]
- b. How is internal communication different from external communication? [6 Marks]

QUESTION FOUR [18 MARKS]

- a. Discuss the types of non-verbal communication. [10 Marks]
- b. Explain the advantages of upward communication. [8 Marks]

QUESTION FIVE [18 MARKS]

- a. Discuss the process of listening. [10 Marks]
- b. Explain various types of interviews in today's organizations. [8 Marks]