

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

FOR THE DIPLOMA OF BUSINESS

MANAGEMENT

COURSE CODE: DIB 104

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

DATE: 25/01/2022

TIME: 9.00AM – 11.00AM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE (compulsory) and ANY OTHER TWO questions

QUESTION ONE

- a) Discuss the characteristics of good business communication (10 Marks)
- b) Effective communications tries to answer various questions. Explain (10 Marks)
- c) Explain in briefly the purpose of communication in business organizations (10 Marks)

QUESTION TWO

Discuss five principles of effective Business communication (20 marks)

QUESTION THREE

Discuss five barriers to effective communication (20 marks)

QUESTION FOUR [

Discuss the benefits of effective communication (20 marks)

QUESTION FIVE

Discuss the importance of Keyboarding (20 Marks)