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KIBABII UNIVERSITY

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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
MAIN EXAMINATION**

FOR THE DIPLOMA IN BUSINESS MANAGEMENT

COURSE CODE: DIB 104

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

DATE: 14/12/2022

TIME: 9.00AM – 11.00AM

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 business communication and discuss the characteristics of communication. (6 marks)
- b.) What factors have contributed to the growing importance of business communication in the modern business world? (8 marks)
- c.) To send out a meaningful communication, the sender needs to know the audience or audiences he is dealing with. Discuss the types of audience in communication identified by modern management researchers. (8 marks)
- d.) Discuss the barriers to business communication. (8 marks)

QUESTION TWO

- a) Elaborate the challenges encountered in management reporting and indicate how organizations overcome those challenges. (10 marks)
- b.) Discuss the considerations in editing presentation content in organizations. (10 marks)

QUESTION THREE

- a). What are the basic requirements of effective company meetings? (10 marks)
- b.) Explain how statutory meeting is important to an organization, stating the procedures and objects of such meeting to an organization. (10 marks)

QUESTION FOUR

- a). Explain the various characteristics of information systems. (10 marks)
- b.) Information system is a discipline that is formed from elements of business and computer science. Discuss the components of information systems. (10 marks)

QUESTION FIVE

- a). Define input as used in computers and explain the ways of feeding input data into the system. (10 marks)
- b.) State and explain the computer skills applied in business operations. (10 marks)

QUESTION ONE

- (a). Define management and explain the importance of management to an organization. (5 marks).
- (b). Giving examples, explain the levels of management in a modern organization. (5 marks).
- (c). Skills are what separate good managers from others. Briefly explain with examples the interpersonal skills required by a manager in an organization. (5 marks).
- (d). Elaborate on the problems encountered by an organization when adopting scientific management theory. (5 marks)
- (e). Explain the importance of planning to an organization. (5 marks).
- (f). Elaborate on the steps followed in management by objectives in an organization. (5 marks).

QUESTION TWO

- (a). An organization in the course of its activities, requires to set goal and objectives. Identify the guidelines that lead an organization in goals and objectives setting. (10 marks).
- (b). Define informal organization and explain the advantages of informal organization (10 marks).

QUESTION THREE

- (a). Explain the reasons as to why staffing may be separated as a managerial function in an organization. (10 marks)
- (b). Explain the operations functions of human resource managers in a modern organization. (10 marks)

QUESTION FOUR

- (a). with the aid of a diagram, explain the Maslow's hierarchy of needs model as highlighted in the content theories of motivation (10 marks).
- (b). As a manager of a modern growing organization, explain how you can motivate your employees for effective performance. (10 marks)