



(Knowledge for Development)

KIBABII UNIVERSITY

(KIBU)

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS
FIRST YEAR FIRST SEMESTER EXAMINATIONS**

**FOR THE DIPLOMA IN
(INFORMATION TECHNOLOGY)**

COURSE CODE: DIT 056

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 13/12/2022

TIME: 9.00 A.M – 11.00 A.M

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO.

QUESTION ONE (COMPULSORY) [24 MARKS]

- a. Explain the following terms
- (i) Communication [2 Marks]
 - (ii) Downwards communication [2 Marks]
 - (iii) Horizontal communication [2 Marks]
 - (iv) Upward communication [2 Marks]
 - (v) Non-verbal communication [2 Marks]
- b. Discuss the seven elements or factors which make up the process of communication. [14 Marks]

QUESTION TWO [18 MARKS]

- a. You are the Registrar of Academic Affairs in Kibabii University, write a memo to students to clear the fee balances before the commencement of first semester 2022/2023 Academic year. [10 Marks]
- b. Elucidate the most commonly used forms of oral communication in organization. [8 Marks]

QUESTION THREE [18 MARKS]

- a. Explain four ways on how to become better at public speaking. [8 Marks]
- b. Discuss the principles of persuasion. [10 Marks]

QUESTION FOUR [18 MARKS]

- a. Business letters are known to cover several widely accepted parts and a good business letter should be drafted in accordance with the principles of such formatting. Discuss. [12 Marks]
- b. Discuss the features of business communication. [6 Marks]

QUESTION FIVE [18 MARKS]

- a. The consumers of the world need to know what you offer, one of the most effective ways to tell consumers is by writing a press release. Discuss various types of press release. [10 Marks]
- b. State and explain types of non-verbal communication in an organization. [8 Marks]