

QUESTION FOUR

- a) *One of the characteristics of communication is that it is a dynamic process. Using a diagram, describe the communication process (10mks)*
- b) Giving relevant examples, Differentiate between:
- (i) One way and two way communication (5mks)
 - (ii) Formal and informal communication (5mks)

QUESTION FIVE

- (a) A message may acquire different meanings in a changed context. Explain this in relation to time (5mks)
- (b) Examine the various problems associated with upward communication (7mks)
- (c) Describe **FOUR** types of interviews that managers in an organization can employ (8mks)

QUESTIONS : SECTION A

QUESTION ONE

You have been appointed as a board member in your former high school and you are to serve as the secretary of the board.

- a) Draft a notice calling the board members for their first meeting **(8mks)**
- (b) Apart from (a) above, state your other roles as the secretary of the board **(6mks)**
- (c) (i) What **SIX** factors would you consider while choosing the medium of communication to the board members **(6mks)**
(ii) Explain **FIVE** barriers to effective listening that would affect your meetings **(5mks)**
- (d) If you were to use teleconferencing for your meetings, explain **FIVE** benefits of this mode of communication **(5mks)**

QUESTIONS : SECTION B

QUESTION TWO

- (a) Though the stories and information circulating in the grapevine are not fully correct, and often carry added colour, it can become quite powerful and influential. Expound **(10mks)**
- (b) Email is the most frequently used application of the Internet. Describe the shortcomings associated with emails **(10mks)**

QUESTION THREE

- (a) When communicating, there are many interactions between verbal and non-verbal communication. In the context of the above statement, analyze five relationships between verbal and non-verbal communication **(10mks)**
- (b) Highlight **SIX** business situations where oral communication would be the most appropriate **(6mks)**
- (c) In the context of written communication, differentiate between a business letter and a memorandum **(4mks)**

KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS

MAIN EXAMS

2022/2023 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCO 224

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 21/04/2023

TIME: 2:00-4:00PM

INSTRUCTIONS TO CANDIDATES

- 1) Answer Question **ONE**(Compulsory) and **ANY OTHER TWO** Questions
- 2) Candidates must hand in their answer booklets to the invigilator while in the examination room
- 3) Credit is given for legibility, clarity and use of relevant examples
- 4) Question **ONE** is **30 marks** while Questions **2-5** carry **20 marks** each
- 5) Clearly write your **Registration Number** on each answer sheet used

TIME: 2 Hours

KIBU observes **ZERO** tolerance to examination cheating