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KIBABII UNIVERSITY



UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR SECOND YEAR SECOND SEMESTER MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE
/BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: **BBM 226 /BCO 224**

COURSE TITLE: **BUSINESS COMMUNICATION**

DATE: **21/04/2023**

TIME: **2:00-4:00 PM**

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
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TIME: **2 Hours**

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE..... (30 MKS)

- a) Communication is a two way process of exchanging ideas or information between two human beings. Explain this statement with the help of a diagram (15MKS)
- b) State the importance of 'Clarity' in Business Writing (5MKS)
- c) Explain how current trends, especially in technological advancement in business communication has made communication possible.(10MKS)

QUESTION TWO..... (20 MKS)

Negotiation is a discussion between two parties with an aim of reaching an agreement:

- a) Briefly state and explain 2 strategies used in the art of negotiation (8 MKS)
- b) Discuss four legal aspects in business communication. (12 MKS)

QUESTION THREE..... (20 MARKS)

When giving an interview, there are certain guidelines which could enable an interviewer to conduct a good and effective interview.

- a) State and briefly explain the guidelines that will enable an interviewer to conduct a good and effective interview. (8 MKS)
- b) Briefly state and explain pitfalls and interviewer should avoid (12 MKS)

QUESTION FOUR..... (20 MARKS)

- a) Explain what you understand by the term "Positive Persuasion" and "Negative Persuasion" (8 MKS)
- b) Explain how you would describe a successful persuasion and different strategies towards a successful persuasion (12 MKS)

QUESTION FIVE..... (20 MARKS)

- a) Briefly explain what an enquiry letter is and state 3 kinds of this letter (10 MKS)
- b) Draft notice of meeting calling for Annual General Meeting to the Nairobi Association of Managers. (10 MKS)

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