



Knowledge for Development

**KIBABII UNIVERSITY
(KIBU)**

**UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS
YEAR ONE SEMESTER ONE EXAMINATIONS**

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

COURSE CODE: DIT 056

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 31/07/2023

TIME: 8.00 AM – 10.00 A.M

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONS ONE AND ANY OTHER TWO.



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QUESTION ONE (COMPULSORY) [24 MARKS]

- a. Draw and explain the process of communication in an organization. [10 Marks]
b. Discuss seven methods of communication. [14 Marks]

QUESTION TWO [18 MARKS]

- a. The process of communication is influenced by several factors which both the sender and the receiver of the communication should take awareness of. Explain the important factors that affect the process of communication. [8 Marks]
b. Information constitutes an important facet of business communication. Discuss the features of communication. [10 Marks]

QUESTION THREE [18 MARKS]

- a. Explain the following business communication structures:-
(i) Functional structure [2 Marks]
(ii) Divisional structure [2 Marks]
(iii) Matrix structure [2 Marks]
(iv) Flatarchy structure [2 Marks]
- b. Explain the importance of listening skills in business communication. [10 Marks]

QUESTION FOUR [18 MARKS]

- a. Explain the characteristics of business communication. [10 Marks]
b. People can communicate through numerous forms of non-verbal behaviour. Discuss. [8 Marks]

QUESTION FIVE [18 MARKS]

- a. Explain the dimension of business communication. [12 Marks]
b. Elucidate the essentials of good report writing. [6 Marks]



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