



OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

## UNIVERSITY EXAMINATIONS 2017 /2018 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE DEGREE OF BACHELOR OF  
ARTS (ECONOMICS)/BUSINESS  
MANAGEMENT



COURSE CODE: SBE 104  
COURSE TITLE: BUSINESS COMMUNICATION

DATE: 23<sup>RD</sup> MARCH, 2018

TIME: 2 PM – 5 PM

### INSTRUCTION TO CANDIDATES

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**SBE 104: BUSINESS COMMUNICATION**

**STREAM: BBM/BA (Econ)**

**DURATION: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- i. Answer **THREE** questions. Question **ONE** is compulsory
- ii. Do not write on the question paper

**Question One**

As a communication consultant, you have 'been invited by the county officials to give a talk on 'communication effectiveness in county assembly. During your research to understand your audience prior to presentation, you realize that the county staff prefer using phone calls and they mostly depend on the communication from their bosses. You then decide to address the same issue during your talk.

- a) Explain the merits of using both oral and written modes of communication in an institution (10 Marks)
- b) Elucidate the types of barriers that would hamper effective communication in the county (10 Marks)
- c) Educate the staff on the channels of organizational communication to use while at work (10 Marks)

**Question Two**

You are a business manager in one of the NGO in Kenya. In the first one month of your reporting, you learn that the staff hardly take instructions seriously and at times during meetings they don't concentrate.

- a) Write a warning memo to the indiscipline staff (10 Marks)
- b) Explain to the staff the type of listening they need to apply while stating clearly any six qualities of a good listener (10 Marks)

**Question Three**

Your friends are opening a new branch in Busia. As a marketing graduate, they have offered you an opportunity to work with them

- a) Write an acceptance letter to them (10 Marks)
- b) Highlight on the various non-verbal cues that can be applied in marketing strategy (10 Marks)

**Question Four**

Alupe University College is having their first cultural week. As a secretary of drama club, you are expected to convene a meeting to deliberate on some issues.

- a) Discuss four factors you would bear in mind as you prepare for the meeting and another four during the meeting. (16 Marks)
- b) Give brief explanation of the mode of communication you would use to invite members for the meeting (4 Marks)



**Question Five**

Interviews are paramount to organizational communication.

- a) Explain preparations an interviewee is expected to make before an interview (10 Marks)
- b) State the contents of the curriculum vitae s/he is expected to present (10Marks)

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