



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE CERTIFICATE IN BUSINESS
ADMINISTRATION**

1ST YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR

MAIN CAMPUS /KISUMU CAMPUS

COURSE CODE: BCA 2213

COURSE TITLE: ELEMENTS OF COMMUNICATION

EXAM VENUE: LR 8

DATE: 26/04/2024

EXAM SESSION: 9.00 – 10.30 AM

DURATION: 1 ½ HOURS

INSTRUCTIONS

- 1. Answer QUESTION ONE and any other TWO questions**
- 2. Show ALL your workings and be as NEAT as possible.**
- 3. Candidates are advised not to write on the question paper**
- 4. Marks allocated to each question are shown at the end of the question.**

QUESTION ONE 40 MARKS, ANY OTHER TWO 20 MARKS EACH

QUESTION ONE

- a) Communication despite being broad in its definition has certain common characteristics which define it. Explain what these are using illustrations. (4 marks)
- b) Name the four C'S of Communication and how they can be used in the organization. (4 marks)
- c) State the importance of Communication in Organization. (4 marks)
- d) Name any four effects of poor communication. (4 marks)
- e) Briefly describe the process of communication. (4 marks)
- f) State any four features of good questionnaires. (4 marks)
- g) List any four types of meetings. (4 marks)
- h) List four types of reports. (4 marks)
- i) Highlight any four components of minutes. (4 marks)
- j) Name the 4 C'S of Non verbal communication. (4 marks)

QUESTION TWO

- a) Describe the barriers to effective Communication. (10 marks)
- b) The flow of Communication is important in an Organization for the advancement of Organization goals. Explain five advantages and five disadvantages of Grapevine Communication. (10 marks)

QUESTION THREE

- a) Differentiate between hearing and listening. (4 marks)
- b) Discuss the Chairpersons' and Ordinary member's roles in a meeting. (6 marks)
- c) Explain the five factors to consider before sending out notices. (10 marks)

QUESTION FOUR

- a) What two importance roles does Feedback play in the Communication Process. (4 marks)
- b) Explain the following three meeting
 - i. Minutes
 - ii. Agenda
 - iii. Notice
- c) Describe the steps you would take as a Job selection Interviewers before the Interview to ensure its effectiveness. (10 marks)

QUESTION FIVE

- a) Explain the layout of a business letter with an example. (5 marks)
- b) Explain different purpose of Interviewing. (5 marks)
- c) Discuss five factors you would consider when deciding on which newspaper in Kenya you should advertise a job vacancy in your Organization. (10 marks)