



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
1ST YEAR 2ND SEMESTER 2023/2024 ACADEMIC YEAR
MAIN & KISUMU CAMPUS

COURSE CODE: BAB1106

COURSE TITLE: BUSINESS COMMUNICATION

EXAM VENUE: LAB 6

DATE: 30/04/2024

EXAM SESSION: 14.00 – 16.00 PM

TIME: 2 HOURS

INSTRUCTIONS:

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE (COMPULSORY)

- a) Describe six unconscious use of body language in Non-verbal communication (6 Marks)
- b) Compare and contrast Video conferencing and Tele conferencing (8 marks)
- c) “By use of relevant examples, explain eight guidelines/principles that may be followed to achieve effective communication (8 marks)
- d) By use of appropriate examples explain four barriers to effective communication (8 marks)

QUESTION TWO

Examine a public sector organization you are familiar with and :

- (i) Describe its structure with an aid of an organizational chart then give examples of Vertical and lateral communication used in this organization (10 marks)
- (ii) Outline five likely communication challenges of this type of organizational structure (10 marks)

QUESTION THREE

- a) By use of local examples discuss the 7Cs of oral communication in a named organization of your choice (14 marks)
- b) Define formal communication and discuss two of its merits and demerits (6 marks)

QUESTION FOUR

- a) Group discussions are an integral part of communication. Discuss four salient features of group discussions. (8 marks)
- b) You are the C.E.O of a reputable organization that has a tradition of awarding financial bonuses at the end of every year, however, due to certain budgetary constraints, the Organization is unable to fulfil this tradition this year. Write an official memo to the Staff explaining the new development candidly, without creating unnecessary tension at the work place (12 marks)

QUESTION FIVE

- a) Identify and explain five distinct functions of Communication in organizations (10 marks)
- b) Discuss five socio-psychological barriers to effective communication (10 marks)