



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BUSINESS ADMINISTRATION**  
**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2016/2017 ACADEMIC YEAR**

**KISII CAMPUS-PART TIME**

---

**COURSE CODE: BBM 2114**

**COURSE TITLE: PRINCIPLES OF BUSINESS COMMUNICATION**

**EXAM VENUE: KISII**

**STREAM:**

**DATE:**

**EXAM SESSION:**

**TIME: 1.5 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**

1. Differentiate between upward communication and horizontal communication (3 marks)
2. State any three components involved in the circular flow of communication (3 marks)
3. Define downward communication with an illustration (3 marks)
4. State any three factors that can hinder effective communication (3 marks)
5. What is the importance of eye contact in a face to face communication (2 marks)
6. State three benefits of using E-mail (3 marks)
7. State any three components of minutes of a meeting (3 marks)
8. What 3 factors do you consider when preparing for a presentation (3 marks)
9. Describe the following listening skills (2 marks)
  - Selective listening: (2 marks)
  - Deep listening: (2 marks)
10. Define teleconferencing (3 marks)
11. What is fax communication? (2 marks)

**Question two**

- a) Discuss the process of communication. (10 marks)
- b) State any five merits of non-verbal communication (5 marks)

**Question three**

- a) Citing suitable examples, describe the ways in which the following services can enhance the efficiency of business operations. (8 marks)
- Internet;
  - Telephone:
  - EFT:
  - Email:
- b) Discuss the factors to consider when enhancing effective communication (7 marks)

**Question four**

- a) Discuss the factors to consider when planning for an interview (10marks)
- b) State any 5 factors to face to face interview (5 marks)

**Question five**

- a) Discuss four importance of effective communication (8 marks)
- b) Discuss the importance of using E-commerce within a business environment (7 marks)
-