



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**WITH IT FIRST YEAR SEMESTER TWO**  
**ACADEMIC YEAR 2017/2018**

**MAIN CAMPUS**

**COURSE UNIT: ABA 108: BUSINESS COMMUNICATION**

**DURATION: 2 HOURS**

**INSTRUCTIONS**

Answer question **ONE** (compulsory) and any **TWO** other questions

**QUESTION ONE (30 marks)**

- Communication, despite being broad in its definition has certain common characteristics which define it. Explain what these are using illustrations? **(10 marks)**
- Explain the seven C's of communication and how they can be used in the organization. **(10 marks)**
- You are a business communication specialist for a company; the management has consulted you to come up with a report about the importance of communication in an organization, Design the report to the management. **(10 marks)**

**QUESTION TWO (20 marks)**

- What is noise? Explain various types of noises. **(5 marks)**
- You have been asked to chair a meeting of heads of department, explain five strategies to ensure the meeting is in control. **(5 marks)**
- The flow of communication is important in an organization for the achievement of organizational goals. Explain **five** advantages and **five** disadvantages of vertical communication. **(10 marks)**

**QUESTION THREE(20 marks)**

- Differentiate between hearing and listening. **(4 marks)**
- Discuss the Chairpersons' and ordinary member's roles in a meeting. **(6 marks)**
- Using illustrations explain the impact on a presentation, of various types of body language. **(10 marks)**

**QUESTION FOUR (20 marks)**

- a. What two important roles does feedback play in the communication process? **(4 marks)**
- b. Explain the following three meeting documents.
  - i. Minutes
  - ii. Agenda
  - iii. Notice **(6 marks)**
- c. Describe the steps you would take as a job-selection interviewer before the interview to ensure its effectiveness. **(10 marks)**

**QUESTION FIVE (20 marks)**

- a. Explain the layout of a business letter with an example. **(5marks)**
- b. Explain different purposes 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)**