

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

UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION

1st YEAR 1st SEMESTER 2015/2016 ACADEMIC YEAR

KISII CAMPUS

COURSE CODE: BBM 2114

COURSE TITLE: PRINCIPLES OF BUSINESS COMMUNICATION

EXAM VENUE: KISII CAMPUS STREAM: (Dip. Business Admin)

DATE: EXAM SESSION:

TIME: 1.5 HOURS

Instructions:

- 1. Answer all questions in section ONE and any other TWO questions in Section B.
- 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

 i. Define communication ii. State any three components involved in the circular flow of communication iii. Define downward communication with an example iv. State any 3 personal barriers to effective communication v. Distinguish between verbal and non-verbal communication vi. State 3 benefits of using an electronic mail vii. State any 3 characteristics of a good report viii. What 2 factors do you consider when preparing for a presentation? ix. Describe the following listening skills: a. Appreciative listening b. Selective listening c. Deep listening x. Define teleconferencing xi. Elaborate EFT 	(2 marks) (3 marks) (3 marks) (3 marks) (2 marks) (3 marks) (3 marks) (2 marks) (2 marks) (2 marks) (2 marks) (2 marks) (1 mark)
QUESTION TWO	
(a) Discuss the process of communication with the help of a diagram	(10 marks)
(b) State any five merits of communication	(5 marks)
c) Effectiveness of communication can be realized if the message sender can put factors, explain	in consideration some (5mks)
QUESTION THREE	
(a) Citing suitable examples, describe the ways in which the following service efficiency of business operations:	es can enhance the (8 marks)
 Internet Telephone Fax E-mail (b) State various factors to be considered when writing a report 	(2 marks)
(c) Discuss the various types of interviews	(10 marks)
QUESTION FOUR	
a) State any 5 factors to face-to-face communication	(5 marks)
b) Discuss in details the steps followed when writing a business report	(15 marks)
QUESTION FIVE	
(a) Discuss four importance of effective communication (8mks	s)
(b) Explain the following, giving one example on how it can be used: (6mks	s)
 i. Downward communication ii. Upward communication (c) Discuss three elements of visual communication (6mks) 	