



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATION 2016/2017

**1ST YEAR 2ND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS
ADMINISTRATION**

NAMBALE LEARNING CENTRE

COURSE CODE: BBM 2114

COURSE TITLE: PRINCIPLES OF BUSINESS COMMUNICATION

DURATION: 2 HOURS

INSTRUCTIONS

- 1. This paper contains 5 questions**
- 2. Answer question 1 (compulsory) and any other 2 questions**
- 3. Write all the answers in the booklet provided**

Question One

- a) State the purpose of effective business communication. (2 Marks)
- b) Define the following terms: (8 Marks)
 - i. Power culture
 - ii. Role culture
 - iii. Task culture
 - iv. Person culture
- c) State three characteristics of :
 - i. Formal communication (6 Marks)
 - ii. Informal communication (6 Marks)
- d) State four objectives of business communication. (8 Marks)

Question Two

- a) As a manager, suggest four factors you would consider when choosing means of communication. (8 Marks)
- b) State any two types of business reports. (4 Marks)
- c) State four aspects of non – verbal communication. (8 Marks)

Question Three

- a) Explain the following, giving one example on how it can be used:
 - i. Downward communication (3 Marks)
 - ii. Upward communication (3 Marks)
- b) Discuss four importance of effective business communication. (8 Marks)
- c) Explain the following terms: (6 Marks)
 - i. Communication
 - ii. Oral communication
 - iii. Message

Question Four

- a) Explain the following as it is used in the communication process (8 Marks)
 - i. Channel
 - ii. Sender
 - iii. Receiver
 - iv. Decoding
- b) i. State two limitations of informal communication. (4 Marks)
 - ii.State the purpose of a memorandum (memo) in an organization. (2 Marks)
 - iii.Write a memo based on the topic of your choice. (6 Marks)

Question Five

- a) Discuss four types of body language. (8 Marks)
- b) Discuss four characteristics of a good report. (8 Marks)
- c) Define: (4 Marks)
 - i. Business communication
 - ii. Principles of business communication