



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS**

**ADMINISTRATION WITH I.T**

**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER 2018/2019 ACADEMIC YEAR**

**NAIROBI CITY LEARNING CENTRE**

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**COURSE CODE: ABA 108**

**COURSE TITLE: BUSINESS COMMUNICATION**

**EXAM VENUE: 12<sup>TH</sup> FL RM 1**

**STREAM: (BBA)**

**DATE: 4/12/2018**

**EXAM SESSION: 11:30AM – 1:30PM**

**TIME: 2.00 HOURS**

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**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 1

- (a) Give the meaning of communication and explain its processes (10 marks)
- (b) Explain the following parts of speech in the English Language;- (10 marks)
- (i) A noun
  - (ii) A verb
  - (iii) Pronoun
  - (iv) Transitive verb
  - (v) Concrete noun
- (c) Write down the vocabulary for the following words that contain salient features (10 marks)
- (i) A body of land surrounded by water
  - (ii) A religious song
  - (iii) A branch of medicine that deals with mental disorders
  - (iv) A twenty-fourth part of the day
  - (v) A visitor

### QUESTION 2

- (a) For each of the following words, name another word with a similar meaning (10 marks)
- (i) Initiate
  - (ii) Resign
  - (iii) Acknowledge
  - (iv) Substantial
  - (v) Endorse
  - (vi) Authentic
  - (vii) Negotiate
  - (viii) Assist
  - (ix) Evaluate
  - (x) Prevent

- (b) Define business communication and briefly discuss the verbal business communication (10 marks)

### QUESTION 3

- (a) You are a consulting company and would like to recognize the receipts of your client's letter concerning a certain work you are supposed to do. Write a business letter to your client clearly citing how you will do the work. (10 marks)
- (b) This semester you are not able to attend classes and want to defer to the next semester. Write a request letter to the head of department explaining about the deferral. (10 marks)

#### **QUESTION 4**

- (a) As an academic registrar of an institution, you are bound to find students who have applied for certain courses but have not attained the minimum threshold to do the course. Write a refusal/regret to the above said student explain to him on the same.(10 marks)
- (b) Suppose there are dubious people who are fond of littering your area with garbage and it is posing a health hazard to you and your neighbor. Write a letter of appeal to the concerned party explaining on the same. (10 marks)

#### **QUESTION 5**

- (a) Many business firms tell their employees to put in writing all important information that crosses their desks. It is best to transmit them by memorandum. Write a sample report of a memo on the recent home burglar effectiveness report. (10 marks)
- (b) Discuss the barriers to effective listening communication (10 marks)