



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION
1ST YEAR 1ST SEMESTER 2018/2019 ACADEMIC YEAR
NAIROBI CITY LEARNING CENTRE

COURSE CODE: BBM 2114

COURSE TITLE: PRINCIPLES OF BUSINESS COMMUNICATION

EXAM VENUE: 12TH FL RM 1

STREAM: (DBM)

DATE: 5TH/12/2018

EXAM SESSION: 9AM – 11AM

TIME: 1.30 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 1

- (a) To have a successful communication it is vital to give proper emphasis on the ways it moves. Define communication and briefly explain its processes. (10 marks)
- (b) In higher education and work, formal reports communicate information to others without the need for meetings. If you are required to explain your work to others in this way, effective reports are vital. State and explain the steps to follow when writing a report. (10 marks)
- (c) Proper listening guides us to speak well. A good listener is a good speaker too. Sometimes listening coupled with imagination and ideas, it is better to avoid own thinking while listening as it may create bias attitude towards the subject. Briefly describe the tips of being a good listener (10 marks)

QUESTION 2

- (a) Summarizing and note taking are skills used to reduce large amounts of information into a synthesized form for later use. It's mainly about understanding or conceptualizing and recalling in time. Discuss the general note taking skills (10 marks)
- (b) A summary is an overview of a text. The main idea is given, but details, examples and formalities are left out. Used with longer texts, the main aim of summarizing is to reduce or condense a text to its most important ideas. Explain the various components that make a good summary. (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) “Learn to listen and listen to learn” is one acronym that majority of speakers do advocate to their listeners to practice as a very important tool to effective communication. Discuss the barriers to effective listening communication (10 marks)