

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE
AND TECHNOLOGY

UNIVERSITY EXAMINATIONS FOR BACHELOR OF
BUSINESS ADMINISTRATION-2ND YEAR 1ST SEMESTER

2013

ABA 108

BUSINESS COMMUNICATION

INSTRUCTIONS:

Answer question and any three other questions.

All answers must be written in the answer booklet.

QUESTION ONE (COMPULSORY)

Identify and discuss the seven elements of clarity in
business communication. (15marks)

(b) Briefly discuss the following terms with specific
examples:

(i)press release(5marks).

(ii)direct mail(5marks) .

QUESTION TWO

(a)Give four characteristics of business letters(4marks)

(b)Write the following types of business letter indicating their content and structure:

(i)a letter of confirmation

(ii)a letter of complaint

(11marks)

QUESTION THREE

Discuss the role of the following in effective business communication:

(a)grammar

(b)vocabulary

(c)tone

(15marks)

QUESTION FOUR

Discuss the role of five elements in business communication process(15marks).

QUESTION FIVE

Discuss the role of communication in an organization.

(15marks)