



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

MAIN CAMPUS-PART TIME

COURSE CODE: BBM 2114

COURSE TITLE: PRINCIPLES OF BUSINESS COMMUNICATION

EXAM VENUE:

STREAM: DBA

DATE: 23/4/19

EXAM SESSION: 12.00 – 1.30PM

TIME: 1 ½ 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 one

- a) Differentiate between upward communication and horizontal communication (3 marks)
- b) State any three components involved in the circular flow of communication (3 marks)
- c) Define downward communication with an illustration (3 marks)
- d) State any three factors that can hinder effective communication (3 marks)
- e) What is the importance of eye contact in a face to face communication (2 marks)
- f) State three benefits of using E-mail (3 marks)
- g) State any three components of minutes of a meeting (3 marks)
- h) What 3 factors do you consider when preparing for a presentation (3 marks)
- i) Describe the following listening skills
 - i) Selective listening: (2 marks)
 - ii) Deep listening: (2 marks)
- j) Define teleconferencing (3 marks)
- k) What is fax communication? (2 marks)

Question two

- a) Discuss the process of communication. (10 marks)
- b) State any five merits of non-verbal communication (5 marks)

Question three

- a) Citing suitable examples, describe the ways in which the following services can enhance the efficiency of business operations. (8 marks)
 - i. Internet;
 - ii. Telephone;
 - iii. EFT;
 - iv. Email;
- b) Discuss the factors to consider when enhancing effective communication (7 marks)

Question four

- a) Discuss the factors to consider when planning for an interview (10marks)
- b) State any 5 factors to face to face interview (5 marks)

Question five

- a) Discuss four importance of effective communication (8 marks)
- b) Discuss the importance of using E-commerce within a business environment (7 marks)