



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR BACHELOR OF LOGISTICS AND
SUPPLY CHAIN MANAGEMENT (BLSCM) AND BACHELOR OF BUSINESS
ADMINISTRATION (With IT) 1st YEAR 2nd SEMESTER
KISUMU CAMPUS

COURSE CODE: ABA 108

COURSE TITLE: BUSINESS COMMUNICATION

EXAM VENUE: STREAM: (BBA)

DATE: 16/08/19 EXAM SESSION: 9.00 – 11.00AM

TIME: 2 HOURS

INSTRUCTIONS:

1. Answer question 1 (Compulsory) and ANY other THREE 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

- i. You sent your Local Purchase Order to Intel Electronic Company for the supply of different electronics; however after two months of waiting, there is no feedback. Write a letter of complaint to the Branch Manager Kisumu, and send a copy to the Head office. There is need for enclosure to prove your point. (10Marks)
- ii. Different types of listening are based on objective and manner in which the listener takes and respond to the process of listening. Briefly discuss any five types of listening. (10Marks)
- iii. Business owners engage in various way to reach their potential customers, discuss any Five Elements of Business Communication (10Marks)

QUESTION TWO

- i. Basically reports are either oral or written; however in professional communication formal reports are normally in use. Discuss three different types of formal reports. (10 Marks)
- ii. Contrast Downward communication and Upward communication (10 Marks)

QUESTION THREE

- i. You're scheduled for an interview on 3rd September, 2019 at Huduma House. Elaborate on what you should do **before the interview** and what you will do **on the date of interview**. (12 Marks)
- ii. Non-verbal Communication is communication transmitted without the use of words. Highlight some characteristics of this kind of communication. (8 Marks)

QUESTION FOUR

Your organization has ten (10) Heads of Department, recently they held a meeting in which two (2) members were absent and one (1) member sent an apology. The Personnel Manager also attended the meeting. During the meeting the following issues were deliberated on:

- a) Staff motivation
- b) Retrenchment
- c) Increasing profitability
- d) AOB

As the secretary write the minutes.

(20 Marks)

QUESTION FIVE

- i. Discuss four critical parameters of presentations that any person must be aware of before presenting before an audience. (10 Marks)
- ii. Each communication must be transmitted through an appropriate medium. An unsuitable medium is one of the biggest barriers to communication. Using valid examples discuss the following: Physical Barriers, Semantic Barriers and Socio – psychological barriers (10 Marks)