

QUESTION ONE

- i. Define communication (2 marks)
- ii. State any three components involved in the circular flow of communication (3 marks)
- iii. Define downward communication with an example (3 marks)
- iv. State any 3 personal barriers to effective communication (3 marks)
- v. Distinguish between verbal and non-verbal communication (2 marks)
- vi. State 3 benefits of using an electronic mail (3 marks)
- vii. State any 3 characteristics of a good report (3 marks)
- viii. What 2 factors do you consider when preparing for a presentation? (2 marks)
- ix. Describe the following listening skills:
 - a. Appreciative listening (2 marks)
 - b. Selective listening (2 marks)
 - c. Deep listening (2 marks)
- x. Define teleconferencing (3 marks)
- xi. Elaborate EFT (1 mark)

QUESTION TWO

- (a) Discuss the process of communication with the help of a diagram (10 marks)
- (b) State any five merits of communication (5 marks)
- c) Effectiveness of communication can be realized if the message sender can put in consideration some factors, explain (5mks)

QUESTION THREE

- (a) Citing suitable examples, describe the ways in which the following services can enhance the efficiency of business operations: (8 marks)

- Internet
- Telephone
- Fax
- E-mail

- (b) State various factors to be considered when writing a report (2 marks)
- (c) Discuss the various types of interviews (10 marks)

QUESTION FOUR

- a) State any 5 factors to face-to-face communication (5 marks)
- b) Discuss in details the steps followed when writing a business report (15 marks)

QUESTION FIVE

- (a) Discuss four importance of effective communication (8mks)
- (b) Explain the following, giving one example on how it can be used: (6mks)
 - i. Downward communication
 - ii. Upward communication
- (c) Discuss three elements of visual communication (6mks)