



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION WITH IT
1ST YEAR 2ND SEMESTER 2019/2020 ACADEMIC YEAR

COURSE CODE: ABA 108

COURSE TITLE: BUSINESS COMMUNICATION

EXAM VENUE:

STREAM: (BBA)

DATE:

EXAM SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer questions ONE 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**

a) Replace the underlined words in the sentences below with the correct phrasal verbs of the verbs given in the brackets. (6marks)

- i) She is such a quarrelsome woman that few neighbours can tolerate her. (*put*)
- ii) They are anticipating the coming holiday with a lot of excitement. (*look*)
- iii) The manager did not accept her application for employment. (*turn*)
- iv) The mayor assumed that the problem had been eliminated. (*do*)
- v) If your complaints are genuine, the chief will have to attend to them. (*look*)
- vi) Peninah despised on Hannah because the latter was barren. (*look*)

b) Rewrite the following sentences according to instructions given in the brackets below. (6marks)

- i) John never reported late to work last year. (Start: Not once...)
- ii) His excuse was flimsy. He ended up in jail. (Combine into one sentence beginning with: So...)
- iii) As soon as the sun rose, they set out. (Begin; No sooner...)
- iv) The girls did not turn up. The boys did not turn up. (Combine using: neither)
- v) "It went missing last night", she informed us. (Write in reported speech)
- vi) Many students benefit if they read early in the morning. (Rewrite using a gerund)

c) Use the correct form of the words given in the brackets to fill the gaps in each case. (6marks)

- i) The _____ of the right of expression is a violation of human rights. (*deny*)
- ii) Saving the child from the burning house was a _____ act. (*hero*)

iii) The modern world today has many _____ forms of communication. (*sophistication*)

iv) They were asked to _____ their ATM cards. (*act*)

v) The gas was stored in a _____ container. (*pressure*)

vi) The pastor gave an _____ before they embarked on building. (*exhort*)

d) Use appropriate preposition/adjective in the following sentences. (6marks)

i) Lazy students prefer sleep _____ studies.

ii) James is the _____ the two sons of Alfayo. (*tall*)

iii) He had _____ settled _____ the thieves broke into the room.

iv) The lady was _____ sick _____ she had to be assisted to board the train.

v) Jane is _____ old _____ Joseph.

vi) _____ had he taken his breakfast _____ he started vomiting.

e) Use a word with the same meaning as the underlined words. (6marks)

i) The lecturer was not taken in by their long explanation.

ii) The employer came up with a new schedule for his employees.

iii) She takes after her mother who is equally light skinned.

iv) The politicians were not taken aback by the heckling as governor stood to speak.

v) He plies his trade as a defender in Gor Mahia Soccer Club.

vi) In life it is good to follow after your dreams in order to succeed.

QUESTION TWO (20 MARKS)

- a) Discuss the features of the general format of a business letter. (8 marks)
- b) German tourists to South Coast beaches in Mombasa were dissatisfied with the quality of services offered to them by a tour company. As head of delegation you are entrusted with the task of lodging the complaint to express your dissatisfaction, write a complaint letter to the tour firm. (12 marks)

QUESTION THREE

- a) Outline the major elements of a report. (9 marks)
- b) JOOUST recently held its students' leaders elections. As the chief election observer at the Kendu Bay Learning Centre, the University has asked you to write a report on management of the elections. (11 marks)

OR

QUESTION FOUR

Read the passage below and answer the questions that follow

Choosing a Career

The career market is full of opportunities. Gone are the days when we had “either...or” career choices. The time when women, for example, choose between only nursing, teaching and secretarial work are long gone. The explosion in communication technology, and the liberalization and globalization of the world economy has ensured that there is no longer a dearth of career choice. Today, colleges and universities offer a wide range of training opportunities to high school graduates. This has made choosing a career an involving process. It has also given rise to the need for career counseling.

When choosing a career, whether you have the help of a career counselor or not, there are several factors that you should consider. These include your abilities or talents, your interest, your priorities and the available opportunities in the job market.

The skills required in a particular career and the ability to gain them through education must be considered when choosing careers. Becoming a doctor, for instance, requires extensive education and training, and many years of educational commitment. In addition to the compulsory subjects, the academic background required for this career is good grades in Chemistry and Biology at secondary school level. If your ability in these subjects is just average, you would be overstretching your luck to enroll for a Bachelor of Medicine degree course. In the past, students have chosen to pursue training in engineering, even when their ability to handle Physics and Mathematics was low. This, in many cases, has made them drop out of the class mid-course. The waste of time and resources would have been avoided if they had considered a career that did not require the ability to handle Mathematics and Physics well.

There are times when people have been driven to choose particular career because of the salary and prestige associated with jobs in that field. At times, the desire to take certain courses comes from within the individual, but most times, individuals feel pressured by peers or family to take certain courses. Joining a career in which you have no interest is a recipe for a dull life since you will spend most of your working hours doing something you do not like. Your career does not necessarily have to be your passion, but it should not bore you to death either. You can work out your interest by identifying the subjects you enjoy most at school, or the topics that are of interest to you and for which you taken initiative to read on your own.

It is true that many young people are attracted more by the social mobility that the job might provide than by their interest in the career. However, money does not play a big role in job satisfaction as many people think. Of course we all have to make a living, but if you do not like your job, it does not matter how much you get paid to do it. What does matter is how well a career choice matches your values. If you value variety, collaboration and creativity, for example, you would not find job satisfaction in a career where you are working alone and doing the same thing every day.

The availability of jobs in a particular field should also be a factor in choosing a career. This should be considered alongside the skills and education sought in a given field. Most times, highly competitive fields require more education and may not pay well. When there are more applicants for a particular position, unique personality traits become an added benefit. However, in fields where there are fewer applicants than the positions available, the pay may be more and the job may require less education.

Nevertheless, one should not be discouraged by the scarcity of employment positions because institutions of higher learning now emphasize that they are not training people to get out and look for jobs. They are training people to get out and create jobs. Therefore, the availability of job opportunities is not necessarily limited to presence of employers. It also encompasses opportunities for self-employment which everyone is free to explore.

Questions

- a) What has ensured that there is no longer a dearth of career choice? (3mks)
- b) What has created the necessity for career counseling? (1mk)
- c) Why is one's ability an important factor in career choice? (1mk)
- d) According to the passage, which career should a person who values variety choose? (1mk)
- e) In about 50 words, summarize the factors to consider when choosing a career. (5mks)
- f) What drives people to choose a particular career? (3mks)
- g) What evidence is given in the passage to support the statement "money does not play as big role in job satisfaction? (2mks)
- h) Explain the meaning of the following word and phrase as used in the passage
- i. Dearth (1mk)
 - ii. Social mobility (1mk)
- j) Rewrite the following sentences according to the instructions given after each.
- i) The career market is full of many opportunities. (Begin: There...) (1mk)

ii) The waste of time and resources would have been avoided if they had considered a career that did not require the ability to handle Mathematics and Physics well. (Begin: If...) (1mk)