



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION AND BACHELOR OF LOGISTICS AND SUPPLY CHAIN
MANAGEMENT
1ST YEAR 2ND SEMESTER 2022/2023 ACADEMIC YEAR
KISUMU CAMPUS

COURSE CODE: BAB 1106

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 22/12/2022

SESSION: 9.00-11.00AM

TIME: 2 HOURS

Instructions:

- 1. Answer Question One (COMPULSORY) and any other TWO questions**
- 2. Do not write on the question paper.**

QUESTION ONE

- i. Name the various types of reports. (4 Marks)
- ii. What is meant by upwards and downwards communication? Explain their advantages and disadvantages (7 Marks)
- iii. Briefly highlight how visual aids are useful in public speaking (3 Marks)
- iv. What are the barriers to listening? (2 Marks)
- v. What are the various causes for complaints of customers? Explain with an example of a Complaint letter (8 Marks)
- vi. What is the difference between notice, circular and memo? (3 Marks)
- vii. Name the various media of communication? (3 Marks)

QUESTION TWO

- i. Discuss the barriers of communication and how to remedy these barriers. (12 Marks)
- ii. Outline 10 essential steps in the planning and preparing of an oral presentation (10 Marks)

QUESTION THREE

- i. "Communication is a two way process." Explain in this context the process of communication. (10 Marks)
- ii. As you present your research project to your classmates what are the indicators that your audience is listening actively. (10 Marks)

QUESTION FOUR

- i. Explain the advantages of using electronic mail in day to day communication in work place (10 Marks)
- ii. Elaborate upon the merits and demerits of written communications. (10 Marks)

QUESTION FIVE

- i. Identify and explain how any five types of non verbal communication can have a positive effect on an interviewee/interviewer in a job selection interview. (10 Marks)
- ii. Highlight some characteristics of a good report (10 Marks)