



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION
1ST YEAR 1ST SEMESTER 2016/2017 ACADEMIC YEAR
BUSIA LEARNING CENTER

COURSE CODE: BBM 2114

COURSE TITLE: PRINCIPLES OF BUSINESS COMMUNICATION

EXAM VENUE:

STREAM (DBA)

DATE: 21/12/2015

EXAM SESSION: 9.00-10.30 A.M.

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) Define communication (2 marks)
- b) Explain 8 importance of communication (12 marks)
- c) Highlight four circumstances under which written communication would be suitable for a business. (8 marks)
- d) Wamukoya is a businessman operating in Nakuru`s industrial area. He needs to be in constant communication with his suppliers in Europe for his business to succeed. Explain six factors which may influence his choice of a means of communication. (8 marks)

QUESTION TWO

- a) Discuss the various means of verbal communication (8 marks)
- b) Explain advantages of radio calls as a means of communication (6 marks)
- c) State six circumstances which may render written communication ineffective (6 marks)

QUESTION THREE

- a) What is a line of communication? (2 marks)
- b) Distinguish between horizontal and vertical lines of communication (2 marks)
- c) Give six circumstances under which downward communication is used in an organization (6 marks)
- d) Nekesa wishes to communicate with her friend Asha. Explain five benefits she would get by using a telephone as opposed to an e-mail. (10 marks)

QUESTION FOUR

- a) List the various lines of communication (3 marks)
- b) Explain the essentials of communication (10 marks)
- c) Explain reasons why landline telephones have continued to exist despite the introduction of mobile phones (7 marks)

QUESTION FIVE

- a) Discuss conditions essential for effective communication (8 marks)
- b) Discuss the various barriers to effective communication (12 marks)