



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR BACCHELOR OF BUSINESS
ADMINISTRATION
1STYEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR
KISII CAMPUS-PART TIME

COURSE CODE: ABA 108

COURSE TITLE: BUSINESS COMMUNICATION

EXAM VENUE: LR

STREAM: (BBA)

DATE:

EXAM SESSION: December

TIME:

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 and highlight any five benefits of communication within an organization (7marks)
- b) State and explain five rules of effective writing in the 21st century (5 marks)
- c) Give any 8 guidelines for writing good summaries (8 marks)
- d) Give any five advantages of use of email in communication within organizations (5 marks)
- e) Using relevant examples explain the uses of a comma in sentences (5marks)

QUESTION TWO

- a) A task of assessing the level of compliance on issues of employee health and safety in your organization is assigned to you. Write a report over the same. (20 marks)

QUESTION THREE

- a) State and explain five factors to consider when choosing communication channels. (10marks)
- b) State and explain any five barriers of communication within organizations (10 marks)

QUESTION FOUR

- a) You are the CEO of Bidii enterprises; you received an invitation from JOOUST-Kisii campus for a talk, titled dynamics in work life balance in private companies. Write a letter confirming that you will honour the invitation. (10 marks)
- b) You are the head of HR department in your organization. Write a memo warning employees on presenteeism. (10 marks)

QUESTION FIVE

- (a) Define listening and explain four steps for effective listening. (10 marks)
- (b) Explain any five hindrances to effective communication during meetings and give guidelines on how to overcome them. (10 marks)