



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS & ECONOMICS
UNIVERSITY EXAMINATION FOR THE CERTIFICATE OF BUSINESS
ADMINISTRATION
1ST YEAR 2ND SEMESTER 2025 ACADEMIC YEAR
MAIN CAMPUS

COURSE CODE: BCA 2213

COURSE TITLE: ELEMENTS OF BUSINESS COMMUNICATION

EXAM VENUE: MAIN

DATE: 23/04/2025

EXAM SESSION: 3.00 – 4.30 PM

DURATION: 1 ½ HOURS

Instructions:

- 1. Answer question ONE and any other TWO questions**
- 2. Candidates are advised not write on the question paper**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room**

QUESTION ONE

- a) Discuss the concept of communication, clearly giving its importance. (10 marks)
- b) Oral communication is one of the forms of communication. Discuss five advantages of oral communication. (10 marks)
- c) Discuss the various obstacles that should be removed for communication to be effective. (10 marks)

QUESTION TWO

- a) Explain the various means of written communication. (10 marks)
- b) Communication is a process with various elements. Discuss the process of communication. (10 marks)

QUESTION THREE

- a) Elucidate five principles of effective communication. (5 marks)
- b) K-Rep Bank has advertised a clerical vacancy in Daily Newspaper that appeared on 20th February, 2025. Write an application letter. (15 marks)

QUESTION FOUR

- a) Interview is one of the methods used in staff recruitment process. Explain various types of interviews. (10 marks)
- b) Explain the preparations for interviews a candidate can take to enhance his or her chances. (10 marks)

QUESTION FIVE.

- a) Mobile phones have been widely embraced means of communication. Explain five advantages of this means of communication. (10 marks)
- b) Explain five factors to consider when selecting means of communication. (10 marks)