



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR DIPLOMA IN BUSINESS  
ADMINISTRATION**

**1<sup>st</sup> YEAR 1<sup>st</sup> SEMESTER. 2024/2025 ACADEMIC YEAR**

**MAIN CAMPUS**

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**COURSE CODE: BBM 2114**

**COURSE TITLE: PRINCIPLES OF BUSINESS COMMUNICATION**

**EXAM VENUE: MAIN**

**DATE:**

**DURATION: 2 HOURS.**

**INSTRUCTIONS**

- 1. Answer ALL QUESTIONS in section A and any other TWO questions in section B**
- 2. Show ALL your workings and be as NEAT as possible.**
- 3. Candidates are advised not to write on the question paper**
- 4. Marks allocated to each question are shown at the end of the question.**

**NB: FIVE QUESTIONS. SECTION A 30 MARKS, SECTION B ANY TWO 20 MARKS EACH**

## **SECTION A (COMPULSORY)**

### **QUESTION 1**

- 1) Define communication and briefly explain 2 elements of communication ( 2 marks)
- 2) How does the communication process work, briefly explain (2 marks)
- 3) Mention and briefly explain any 3 common barriers to communication (3 marks)
- 4) Feedback is the backbone of communication and covers the interlocutor's nonverbal and verbal responses. These signals let the source know how someone has received and understood the message. Discuss (3 marks )

### **QUESTION 2**

- 1) State any 2 importance of communication process (2 marks)
- 2) Mention and briefly explain any five elements of business communication (5 marks)
- 3) Communication process consist of 5 essential steps. Briefly state and give examples ( 5 marks)
- 4) Alex was to write a letter to her course lecture requesting permission to remain absent from collage for 2 days because of some personal matters. What type of letter will she be writing (1 marks )
- 5) What 2 key things that must be captured in the letter (2 marks)

## **SECTION B (ANSWER ANY 2 QUESTIONS)**

### **QUESTION 3**

- 1) List and briefly explain any 5 barriers to communication (5 marks )
- 2) briefly define written communication and state the 4 types of written communication ( 5 marks)
- 3) Written communication offers many advantages briefly discuss any 5 ( 5marks )
- 4) What are some 5 disadvantages of using written communication (5 marks )

## **QUESTION 4**

- 1) What is electronic mail messages (1 marks )
- 2) Mention ant 5 advantages of electronic mails messages ( 5 marks )
- 3) list 5 common methods of using email to conduct cyber-attacks (5 marks )
- 4) Mention any 3 common popular email sites ( 3 marks)
- 5) What is a memo? ( 2 marks )
- 6) Mention and briefly discuss 4 Tips for Effective Business Memos (4 marks)

## **QUESTION 5**

- 1) There will be a salary delay due to the ongoing gen Z led public demonstrations. As the managing director write a memo to staff communication this delay ( 5 marks)
- 2) Mention any 5 Types of Letters ( 5 marks)
- 3) How can we overcome barriers to communication? ( 2 marks)
- 4) What is the most common barrier to communication ( 2 marks)
- 5) Mention any 6 Latest technological developments in communication ( 6 marks )

**END**