



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

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS  
WITH IT YEAR**

**1<sup>ST</sup> YEAR 2<sup>ND</sup> SEMESTER 2024/2025 ACADEMIC YEAR**

**MAIN / KISUMU CAMPUS**

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**COURSE CODE: BAB 1106**

**COURES TITLE: BUSINESS COMMUNICATION**

**DATE: 22/04/2025**

**EXAM SESSION: 15.00 – 17.00 PM**

**TIME: 2 HOURS**

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**INSTRUCTIONS:**

- 1. Answer Question ONE (COMPULSORY) and ANY other TWO 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**

- i) Group discussions are an integral part of communication. Discuss four salient features of group discussions. (8 marks)
- ii) You are the C.E.O of a reputable organization that has a tradition of awarding financial bonuses at the end of every year, however, due to certain budgetary constraints, the Organization is unable to fulfil this tradition this year. Write an official memo to the Staff explaining the new development candidly, without creating unnecessary tension at the work place. (12 marks)
- iii) Write at least one page essay explaining the impact of IT in institutions of higher learning. (10 marks)

### **Question Two**

- i) As the head of the public Relations department, do a memo inviting all the staffs in your department for a presentation on customer care, which you have scheduled for 10<sup>th</sup> May 2025 at 9am. (10 marks)
- ii) You are a consulting company and would like to recognize the receipts of your client's letter concerning a certain work you are supposed to do. Write a business letter to your client clearly citing how you will do the work. (10 marks)

### **Question Three**

- i) Identify and explain the eight elements of communication. (10 marks)
- ii) This semester you are not able to attend classes and want to defer to the next semester. Write a request letter to the head of department explaining about the deferral. (10 marks)

### **Question Three**

- i) Suppose there are dubious people who are fond of littering your area with garbage and it is posing a health hazard to you and your neighbour. Write a letter of appeal to the concerned party explaining on the same. (10 marks)
- ii) Outline the barriers to communication and suggest how they can be overcome. (10 marks)

### **Question Four**

- i) Describe the functions of communication in an organization. (10 marks)
- ii) As an academic registrar of an institution, you are bound to find students who have applied for certain courses but have not attained the minimum threshold to do the course. Write a refusal/regret to the above said student explain to him on the same. (10 marks)

### **Question Five**

Examine a public sector organization you are familiar with and:

- (i) Describe its structure with an aid of an organizational chart then give examples of Vertical and lateral communication used in this organization. (10 marks)
- (ii) Outline five likely communication challenges of this type of organizational structure. (10 marks)