



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR ONE
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: SBE 104

COURSE TITLE: BUSINESS COMMUNICATION

EXAMINATION DURATION: 3 HOURS

DATE: 28/09/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of THREE (3) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Define communication [2 marks]
- (b) Explain the communication process. [4 marks]
- (c) Describe the different communication techniques that a transmitter can use to get his message across in non-verbal communication. [10 marks]
- (d) The secretary to the cabinet in charge of education is due to visit Garissa University in a weeks' time to give public lecture. As the academic register, write, a memo to all the students informing them about this and outlining what will be required of them. [9 marks]

QUESTION TWO

- (a) Briefly define each of the following terms [2 marks]
- i. Notice [2 marks]
 - ii. Agenda [2 marks]
 - iii. Minutes
- (b) Explain any three duties performed by the following in a committee meeting.
- i. Chairperson [3 marks]
 - ii. Secretary [3 marks]
 - iii. Members [3 marks]

QUESTION THREE

- (a) What do you understand by the term barrier to communication [2 marks]
- (b) Identify any four barriers to effective communication and explain how an organization can overcome the barrier you have identified [8 marks]
- (c) To what extent will good internal communication improve a firm's competitiveness. [5 marks]

QUESTION FOUR

- (a) Differentiate between informal communication and formal communication. [2 marks]
- (b) Briefly describe any four forms of written communication. [8 marks]
- (c) Outline at least any five advantages of written communication. [5 marks]



QUESTION FIVE

- (a) Explain the different purposes of interviewing. **[4 marks]**
- (b) Describe the steps you would take as job selection interviewer before the interview to ensure its effectiveness. **[6 marks]**
- (c) As an interviewee, describe how you would conduct yourself during the interview. **[5 marks]**

QUESTION SIX

- (a) Explain the qualities of a good speech **[5 marks]**
- (b) You have been asked to address a seminar on ‘the role of banking industry in Kenya.’ Write an appropriate speech for the occasion **[10 marks]**

