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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR ONE**

**MAY TO AUGUST SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: GCC 111**

**COURSE TITLE: COMMUNICATION SKILLS**

**EXAMINATION DURATION: 2 HOURS**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) 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 TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Define the term Business communication. **[2 marks]**
2. Explain in details what verbal communication entails. **[3 marks]**
3. Explain the term listening.  **[3 marks]**
4. Discuss advantages of good listening. **[5 marks]**
5. Expound on the functions of minutes in meetings **[5 marks]**
6. Discuss three elements of the process of communication. **[6 marks]**
7. Highlight on three parts of speech in grammar. **[6 marks]**

**QUESTION TWO**

1. Discuss five importance of communication inside an organization. **[10 marks]**
2. Differentiate between the following terms
3. Formal communication and informal communication. **[2 marks]**
4. Internal communication and external communication. **[2 marks]**
5. Upward communication and downward communication. **[2 marks]**
6. A letter and a memorandum  **[2 marks]**
7. Encoding and decoding of a message. **[2 marks]**

**QUESTION THREE**

1. Describe five elements of a Memorandum (Memo). **[10 marks]**
2. Using examples differentiate between the verbal and Non- verbal communication. **[10 marks]**

**QUESTION FOUR**

1. Explain the role of a minute taker in a meeting **[10 marks]**
2. Describe the barriers to proper listening. **[10 marks]**

**QUESTION FIVE**

1. Highlight on five guidelines to follow in report writing **[10 marks]**
2. Discuss the importance of E-mails in communication. **[10 marks]**