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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/201 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF SCHOOL OF PURE AND APPLIED SCIENCES**

**DIPLOMA IN INFORMATION TECHNOLOGY**

**COURSE CODE: DIT 006**

**COURSE TITLE: BUSINESS COMMUNICATION**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 19/08/2021 TIME: 12.00-2.00 PM**

**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 (3 marks)
2. Explain the main barriers to effective communication ( 15 marks)
3. Write brief notes on the following
4. Internal communication (2 marks)
5. Internal communication (2 marks)
6. External communication (2 marks)
7. Public communication (2 marks)
8. Interpersonal communication (2 marks)
9. Intrapersonal communication (2 marks)

**QUESTION TWO**

1. Explain 5 C’S of business communication (10 marks)
2. Explain any five purpose of communication (10 marks)

**QUESTION THREE**

1. With the help of diagram explain the main components of communication process ( 8 marks)
2. Explain five types of interview ( 10 marks)
3. Define the term interview (2 marks)

**QUESTION FOUR**

1. Recently, Garissa University advertised for a post of ICT Director. Assuming that you have the right qualifications, write a cover letter. (12 marks)
2. What is a CV? (3 marks)
3. List characteristics of a good speech (5 marks)

**QUESTION FIVE**

1. Explain factors for a successful meeting in organizations (10 marks)
2. Explain features of a good CV (10 marks)