



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR ONE
FIRST SEMESTER 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: 06/12/17

TIME: 2.00-5.00 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 TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) Citing examples outline in five media of communication [5 marks]
- (b) Explain any five purposes of communication in an organization. [10 marks]
- (c) Describe the main function of a formal business letter. [5 marks]
- (d) Explain the duties of the Chairperson during a meeting. [5 marks]

QUESTION TWO

- (a) Differentiate between the following concepts:
 - i. Oral and written communication [2 marks]
 - ii. Credit letter and sales letter [2 marks]
 - iii. Sender and receiver of message [2 marks]
 - iv. Upward communication and downward communication [2 marks]
 - v. Minutes and agenda of a meeting [2 marks]
- (b) Explain any five merits of written communication. [5 marks]

QUESTION TWO

Assume you are the managing director of Garix Stationers Ltd. Three of the ten computers you have received from your supplier are missing keyboards. Write a complaint letter to the supplier; Sultan Computer Dealers to correct the mistake. [15 marks]

QUESTION THREE

Identify any five barriers to effective communication and explain how each of the barriers identified can be overcome [15 marks]

QUESTION FOUR

- (a) As the Secretary for Garissa Livestock Farmers Co-operative Society, write a notice to the members informing them of the date for this year's (2017) Annual General Meeting. [6 marks]
- (b) Explain the duties of the following when conducting a meeting
 - i. Chairperson
 - ii. Secretary
 - iii. Ordinary member [9 marks]

QUESTION FIVE

- (a) Explain the preparations that an interviewee can make before an interview [5 marks]
- (b) Write an essay of about 300 words on "How the Kenyan Government can support development of middle and small enterprises (SME)" [10 marks]

QUESTION SIX

Discuss the Changes brought about in the field of business communication by the new media.

[15 marks]

