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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2019/2020 ACADEMIC YEAR ONE**

**SECOND 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: 2 HOURS**

**DATE: 14/12/2020 TIME: 09.00-11.00 AM**

**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 business communication. **[3 marks]**
2. Discuss advantages of good listening **[5 marks]**
3. Describe forms of internal communication in an organization **[5 marks]**
4. Briefly discuss the concept of leadership in business **[3 marks]**
5. What is meant the term Grammar? **[3 marks]**
6. Explain what an Agenda comprises of. **[3 marks]**
7. Describe the functions of a memo. **[6 marks]**
8. Explain in details verbal communication. **[2 marks]**

**QUESTION TWO**

1. Discuss five importance of communication inside an organization. **[10 marks]**
2. Explain five different types of communication barriers? **[10 marks]**

**QUESTION THREE**

1. Discuss the five elements (factors) of the process of communication. **[10 marks]**
2. Differentiate between the oral and written communication. **[10 marks]**

**QUESTION FOUR**

1. Explain the limitations of using e-mails as a means of communication in the business setup. **[10 marks]**
2. Describe the circumstances within which letters and memos are used as channels of business communication **[10 marks]**

**QUESTION FIVE**

1. Discuss purpose\ objectives for which minutes are taken in a business meeting  **[10 marks]**
2. Describe five different elements of a memo **[10 marks]**