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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR ONE**

**THIRD SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

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

**COURSE CODE: BBM 104**

**COURSE TITLE: BUSINESS COMMUNICATION**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 07/08/18 TIME: 09.00-12.00 AM**

**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)**

1. What is grapevine as used in communication skills? **[3 marks]**
2. Differentiate between formal and informal communication. **[3 marks]**
3. Summaries always have two important features which are they? **[2 marks]**
4. Outline what is summary writing**. [2 marks]**
5. State three examples of business writing **[3 marks]**
6. In your own views, why do you think communication is important in an organization **[5 marks]**
7. Define the term interview. **[3 marks]**
8. What is summary writing as used in communication skills **[2 marks]**

**QUESTION TWO**

1. Highlight the basic characteristics of a good speech **[6 marks]**
2. Discuss in details any three types of a meeting. **[9 marks]**

**QUESTION THREE**

1. Describe six principles of effective communication. **[6 marks]**
2. What are the factors to consider when choosing a means of communication **[9 marks]**

**QUESTION FOUR**

1. Discuss importance of visual communication. **[10 marks]**
2. Explain five types or elements of non-verbal communication. **[5 marks]**

**QUESTION FIVE**

1. Critically discuss the various types of questions in an interview. **[9 marks]**
2. List down the various powers of a chairperson in a meeting **[6 marks]**

**QUESTION SIX**

* 1. Which are the various elements of communication **[10 marks]**
  2. Briefly discus the general guidelines for effective communication **[5 marks]**