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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 06**

**COURSE TITLE: BUSINESS COMMUNICATION**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 24/04/2021 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. Critically elucidate four key importance of communication for an individual & organizations

**(8 marks)**

1. Differentiate between oral and written communication **(8 marks)**
2. Explain six fundamental functions of non-verbal communication **(6 marks)**
3. Discuss briefly, in proper sequence, the steps followed in planning an effective communication **(10 marks)**
4. Two most important position in any business message is the opening and closing paragraph, Discuss **(6 marks)**

**QUESTION TWO (20 marks)**

1. Discuss various legal aspects in business communication **(8 marks)**
2. Explain four advantages of good listening **(8 marks)**
3. Explain two types of patterned interview **(4 marks)**

**QUESTION THREE (20 marks)**

1. Describe the business writing principles or seven c’s in business communication **(10 marks)**
2. Enumerate and explain the steps involved in planning a report **(10 marks)**

**QUESTION FOUR (20 marks)**

1. Explain the concept of “Leadership” in business. **(2 marks)**
2. Differentiate between Sales and Sale Promotion Letter **(10 marks)**
3. Verbal communication means such a communication that takes place by means of a language or words”. Explain main contents involved. **(8 marks)**

**QUESTION FIVE (20 marks)**

1. Explain the term business report (**2 marks)**
2. Discuss six main functions of Business Report **(12 marks)**
3. Two most important position in any business message is the opening and closing paragraph, Discuss **(6 marks)**