



GARISSA UNIVERSITY

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

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA BUSINESS AND MANAGEMENT

COURSE CODE: DBM 06

COURSE TITLE: BUSINESS COMMUNICATION

EXAMINATION DURATION: 3 HOURS

DATE: 17/04/18

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) With the aid of a diagram describe the forms of communication [10 marks]
- (b) Explain any five factors that makes communication important [10 marks]
- (c) Identify five attributes of communication [5 marks]

QUESTION TWO

- (a) Examine the communication patterns that exist in an organization [10 marks]
- (b) Establish the demerits of using grape–vine form of communication [5 marks]

QUESTION THREE

- (a) Describe the techniques for conducting successful meeting [10 marks]
- (b) As the chair of a meeting describe how you would conduct the meeting Effectively [5 marks]

QUESTION FOUR

- (a) briefly describe the contents of a report [10 marks]
- (b) highlight the basic barriers to effective communication [5 marks]

QUESTION FIVE

- (a) Examine how one would prepare for an interview [10 marks]
- (b) Enumerate on the limitations of an interview [5 marks]

QUESTION SIX

- (a) Explain the impact of technology on communication [10 marks]
- (b) Identify the 7 c's of effective communication [5 marks]

