



GARISSA UNIVERSITY COLLEGE

(A Constituent College of Moi University)

**UNIVERSITY EXAMINATION 2016/2017 ACADEMIC YEAR ONE
SECOND SEMESTER EXAMINATION**

SUPPLEMENTARY/SPECIAL EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DIPLOMA BUSINESS MANAGEMENT

COURSE CODE: DBM 006

COURSE TITLE: BUSINESS COMMUNICATION

EXAMINATION DURATION: 3 HOURS

DATE: 29/09/17

TIME: 02.00-05.00 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

Supplementary / special exam_

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please turn over

Good Luck – Exams Office



QUESTION ONE (COMPULSORY)

- a) In what six ways can an individual send a message by written communication?(6marks)
- b) Outline the reasons for communication in an organisation. (6marks)
- c) Explain the elements in the communication process. (8marks)
- d) Explain any five qualities of a good listener. (5marks)
- e) Read the following passage and answer the question after it.

Education has always had two objectives: on the one hand, to give skill; and on the other, to impart a vaguer thing which we may call wisdom. The role of skill has become very much larger than the role of wisdom. At the same time it must be admitted that wisdom in our world is useless except for those who realize the great part played by skills, for it is increase of skill that is the distinctive feature of our world.

Although scientific skill is necessary, it is by no means sufficient. A dictatorship of man of science would very soon become horrible. Skill without wisdom may prove to be surely destructive. For this reason, if for no other, it is of great importance than those who receive a scientific education should not be merely scientific, but should have some understanding of that kind of wisdom which, if it can be imparted at all, can be imparted by the cultural side of education. Science enables us to know the means to any chosen end, but it does not help us to decide upon what ends should be pursued. If you wish to exterminate the human race, it will show you how to do it.

If you wish to make the human race so numerous that all are on the verge of starvation, it will show you how to do that. If you wish to secure adequate prosperity for the whole human race, science will tell you what you must do. But it will not tell you whether one of these ends is more desirable than other. Nor will it give you that instinctive understanding of human beings that is necessary if your measures are not to arouse fierce opposition which only ferocious tyranny can quell. It can't teach you patience, it can't teach you sympathy, it can't teach you a sense of human dignity. These things, insofar as they can be taught in formal education, are most likely to emerge from the learning of history and great literature.

- i). What should, according to the writer, be the aim of education?
- ii). Why is increase of skill a distinctive feature of our world?
- iii). What danger does the writer see in the present emphasis on imparting skills?
- iv). What knowledge does science impart to us?
- v). Why should we study history and great literature?

(5marks)



QUESTION TWO

- a) List five details that should be included when making reference to a book using A.P.A. reference system. **(5marks)**
- b) Describe how you would you would access a call material in the library. **(5marks)**
- c) How can you as a student at Garissa University College make good use of the college library? **(5marks)**
- d) Outline and explain the different sections of the library and their content. **(5marks)**

QUESTION THREE

- a) Outline the SQ3R method of reading. **(5marks)**
- b) Revising for conciseness.
The following sentences contain unnecessary words; remove them to make the sentences more appropriate.
 - i. She has resigned from her post as an invoice clerk.
 - ii. One way out of the difficulty still remains.
 - iii. The true facts of the situation are not yet in our possession.
 - iv. “Return back the book I gave you” Hassan said.
 - v. I asked him to call and see me, but he declined to accept my invitation.**(5marks)**
- c) Write an essay of about 250 words on ‘How the Kenyan Government can improve the tourism sector’ **(10marks)**

QUESTION FOUR

- a) Explain the merits and demerits of social media in communication. **(10marks)**
- b) List any five advantages and five disadvantages of written communication **(10marks)**

QUESTION FIVE

Within any communication environment, messages can be disrupted by a variety of communication barriers. Identify any five of such barriers and explain how the barriers can be overcome. **(20 marks)**

