

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF**

COMM 104: BUSINESS COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 24/3/2021

11.30 AM – 1.30 PM

INSTRUCTIONS:

- Answer THREE questions. Question one is Compulsory.

SECTION A: 30 MARKS

1a) Define the term business communication and briefly discuss four types of communication networks. [10 Marks]

b) Assuming that you are owner of Equity Bank, explain five effective ways you will use to manage problems within your business. [20 Marks]

SECTION B: 40 MARKS

2. Discuss the importance of information – Communication Technology in any business organization. [20 Marks]

3. State and explain five (5) types of business communication tools. [20 Marks]

4. Discuss five ways of handling internal members of an organization through communication. [20 Marks]

5. You have been requested to investigate the reasons why customers of your organization are unhappy. Write a business report on this investigation. [20 Marks]

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