

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

**DJMC 0100: INTRODUCTION TO BUSINESS COMMUNICATION**

**STREAMS: DIP. DJMC**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 05/07/2021**

**8.30 A.M. – 10.30 A.M.**

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**INSTRUCTIONS:**

- **Answer three questions in all. Question one is compulsory.**

**SECTION A: 30 MARKS)**

1. (a) Explain five characteristics of effective business communication. (10 marks)
- (b) Non-verbal communication may be more genuine than verbal communication. Discuss any five different types of non-verbal communication that can play important roles in business (20 marks)

**SECTION B: 40 MARKS**

2. Discuss key functions of communication in an organization. (20 marks)
  3. Discuss five useful qualities needed when establishing a rapport with customers. (20 marks)
  4. Discuss five types of communication networks in an organization. (20 marks)
  5. Discuss five reasons why ICT has become a key component of business today. (20 marks)
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