

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DJMC 0100: INTRODUCTION TO BUSINESS COMMUNICATION

STREAM: DJMC

TIME: 2 HOURS

DAY/DATE: THURSDAY 25/03/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- *Answer ALL questions ONE (compulsory) and any other two*
- *Do not write on the question paper*

QUESTION ONE

- (a) Explain any seven components of the communication process (14 marks)
- (b) Explain 5 ways in which emotions can interfere with communication (10 marks)
- (c) Explain three ways you could fail to facilitate effective communication as a sender of a message. (6 marks)

QUESTION TWO

Imagine a buyer has sent you a letter of inquiry about the goods you sell. Prepare a quotation that you would send to buyer. (20 marks)

QUESTION THREE

Just because a person is not talking does not mean they are not communicating. Discuss five detailed points. (20 marks)

QUESTION FOUR

In modern employee communications, external is also internal. Discuss five detailed ways on how to create communication coherence externally and internally all the same time. (20 marks)

QUESTION FIVE

A good communicator is one who says more by saying less. Discuss five detailed points.

(20

marks)

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