

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN ANIMAL HEALTH AND PRODUCTION**

**DJMC 0101: INTRODUCTION TO BUSINESS COMMUNICATION**

**STREAMS: DJMC**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 07/12/2018**

**11.30 A.M. – 1.30 P.M.**

**INSTRUCTIONS:**

- Answer ALL three questions in all
- Question one is compulsory
- Choose any two questions from section B

**SECTION A (COMPULSORY) – 30 MARKS**

- (a) With examples, define the following terms
- (i) Business communication [2 marks]
  - (ii) Effective communication [3 marks]
- (b) Identify and explain 5 principles of effective communication [10 marks]
- (c) State and explain with examples five characteristics to employ in clarity as a principle of effective communication [15 marks]

**SECTION B**

- (a) Differentiate between the terms business correspondence and business liaison with examples
- (i) Business correspondence takes many forms in business. State and explain 5 of the forms with examples [18 marks]
- (b) With focus on Chuka University, discuss the 5 forms of business correspondence you expect happens and their formats [20 marks]

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- (c) As a member of senior management in your company, you take keen interest at the heightened breakdown of communication amongst workers. Describe how you would facilitate a session on the various methods of communication during a team building day

[20 marks]

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