

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
DIPLOMA IN PROCUREMENT AND BUSINESS MANAGEMENT**

DIBM 0101: BUSINESS COMMUNICATION

STREAMS: DIBM

TIME: 2 HOURS

DAY/DATE: MONDAY 03/12/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer Three Questions in all**
- **Question One is compulsory**

1. (a) State and explain five ways of handling unhappy customers. [10 marks]
(b) Explain five characteristics of effective business communication. [10 marks]
(c) Discuss any five qualities of a good written business report. [10 marks]

SECTION B – 40 MARKS

2. (a) Non-verbal communication is more genuine than verbal communication. Discuss any five different types of non-verbal communication that can play important roles in business. [10 marks]
(b) Discuss five barriers to effective business communication. [10 marks]
3. You have been requested to investigate on the factors leading to poor communication in a business organization. Write a business report on this investigation. [20 marks]
4. (a) Explain any five important factors to consider before writing a business report. [10 marks]
(b) You have noticed that the staff are reporting late to work. As a manager, write a memo to this effect. [10 marks]

5. Explain how you would use communication technology to improve communication in business. [20 marks]
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