

CHUKA



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CHUKA & EMBU

**EXAMINATION FOR THE AWARD OF
CERTIFICATE IN BUSINESS MANAGEMENT**

CIBM 00101: BUSINESS COMMUNICATION

STREAMS: CIBM

TIME: 2 HOURS

DAY/DATE: MONDAY 05/08/2019

11.30 AM – 1.30 PM

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE

- (a) Imagine that you are the Chief Executive Officer of Mapato Co Ltd. You would like to communicate to the Heads of Departments concerning the upcoming launch of your new Product. Write a Memo giving details of the activities of the day. [10 marks]
- (b) Explain the meaning and significance of Business Communications. [8 marks]
- (c) Differentiate between Verbal and Non-Verbal communication. [4 marks]
- (d) State four ways in which emails has made it easier for managers to communicate to employees. [8 marks]

QUESTION TWO

- (a) Explain five communication barriers and how to overcome them. [10 marks]
- (b) Outline 5 reasons why organizations are increasingly using television to market their products. [5 marks]
- (c) State 5 reasons why a receiver should decode a written message correctly. [5 marks]

QUESTION THREE

- (a) Explain 5 reasons for giving instructions orally. [5 marks]
- (b) State five ways through which a writer can portray courtesy in an official letter. [5 marks]
- (c) Listening is an important skill which needs to be given lot of attention. Discuss five hinderances to effective listening. [10 marks]

QUESTION FOUR

- (a) A business report is an orderly presentation of facts about a specific business or programme. Explain why a written report may be preferred over an oral report. [10 marks]
 - (b) Critically discuss 5 key functions of communication on an organization. [10 marks]
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