

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA, EMBU AND THARAKA CAMPUSES

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

CIBM 00101: BUSINESS COMMUNICATION

STREAMS: CIBM, CPLM Y1S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 06/12/2019

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO.**

QUESTION ONE

- (a) You are human resource manager in a mass media company and your role is to communicate the information to all the staff members through a memo. Create a sample memo with information. (10 marks)
- (b) Using examples from an organization of your choice, explain the importance of communication to that organization. (10 marks)
- (c) Differentiate between Verbal and Non Verbal communication. (4 marks)
- (d) Visual communication is important in business, explain briefly three visual communication in business. (6 marks)

QUESTION TWO

- (a) Explain the function of non-verbal communication in business. (10 marks)
- (b) Mention five tools of communication in business. (5 marks)
- (c) Explain the qualities of a well written business report. (5 marks)

QUESTION THREE

- (a) Briefly discuss any five principles of effective communication. (10 marks)
- (b) Listening is an important skill which needs to be given lot of attention. Discuss five hindrances to effective listening. (10 marks)

QUESTION FOUR

- (a) Treating customers right is key to the success of any business. Discuss ways an organization can adopt in order to establish a rapport with customers. (5 marks)
 - (b) Discuss the benefits of vertical communication in an organization. (5 marks)
 - (c) Communication barriers are hindrances encountered in the communication process. Explain any five barriers and how to overcome them. (10 marks)
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