

CHUKA



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CHUKA & EMBU

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

DIBM 0101: BUSINESS COMMUNICATION

STREAMS: DIBM

TIME: 2 HOURS

DAY/DATE: MONDAY 05/08/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

Answer Question One and any other Two

QUESTION ONE

- (a) You are the purchasing manager of a company that has recently bought 30 typewriters from A.K Shayan and Co Ltd. The machines don't work satisfactorily. Write a letter complaining about the defect and ask for compensation or replacement. [10 marks]
- (b) State how a sender can overcome the following barriers to effective communication
- (i) Language
 - (ii) Time
 - (iii) Prejudice [6 marks]
- (c) Explain the meaning of non-verbal communication and its used in a business set up. [4 marks]
- (d) Explain the procedure you would follow in writing a presentation to be presented at the board of directors meeting. [10 marks]

QUESTION TWO

- (a) In business, Communication is considered to be the 'Lifblood'. Discuss the importance of communication in an organization. [10 marks]
- (b) Highlight 5 merits of vertical communication in an organization. [5 marks]

- (c) Differentiate between oral and written communication. [5 marks]

QUESTION THREE

- (a) Explain 5 factors a manager should consider when deciding on the official channel of communication to use in the office. [10 marks]
- (b) To be an effective communicator one has to be an effective listener. Analyse the statement with focus on essentials of effective listening. [10 marks]

QUESTION FOUR

- (a) Explain 5 reasons why a manager may choose to call for a meeting to discuss issues affecting the employees of an organization. [10 marks]
- (b) Discuss 5 factors that may lead to grapevine communication in an organization. [10 marks]
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