

**DIBM 0101**

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA & THARAKA CAMPUSES**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMA, CERTIFICATE IN  
BUSINESS MANAGEMENT**

**DIBM 0101: BUSINESS COMMUNICATION SKILLS**

**STREAMS: DBM, DPM CBM**

**TIME: 2 HOURS**

**DAY/DATE: FRIDAY 9/08/2019**

**8.30 A.M - 10.30 A.M.**

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO Questions.
- Be clear and neat, giving examples where appropriate

**QUESTION ONE: (30 MARKS)**

- a) State why modern managers need communication skills more than before. (6 marks)
- b) i) Explain 3 disadvantages of informal communication in your organization. (3 marks)
- ii) List and explain five barriers to effective communication in an organization of your choice. (5 marks)
- iii) Listening and hearing are the same. Do you agree? Give reasons. (2 marks)
- c) Business letters are written for two main purposes. Explain. (4 marks)
- d) What is meant by communicating cross-culturally? (3 marks)
- e) Noise is a hindrance to effective communication. List down four sources of noise. (4 marks)
- f) It is ethical to read employee mails and monitor their internet activities. Do you agree? Give reasons. (3 marks)

**QUESTION TWO: (20 MARKS)**

a) Communication flow is complex and diverse in the organizations. Give clear examples of the following in an organization of your choice.

- I. Upward communication. (2 marks)
- II. Horizontal communication (2 marks)
- III. Vertical communication (2 marks)
- IV. Formal communication (2 marks)

b) Technology has played a major role in the development of effective communication. Explain its impact on communication. (12 marks)

**QUESTION THREE.20 MARKS**

- a) Illustrate the communication model and give explanations in relations to the stages.9 marks
- b) Name five basic writing principles (5 marks)
- c) Explain why effective communication is of great importance to organizations nowadays more than ever (6 marks)

**QUESTION FOUR: (20 MARKS)**

- (a) Your university vice chancellor has requested you to present a paper on :Observation of courtesy, ethics, legal responsibilities , sensitivity to language bias and cultural diversity. Explain what would be the contents. (10 marks)
- (b) Inter-personal skills involve ability to comprehend and deal with people in a productive manner and constructive manner that generates good will and helps to maintain it. Explain how the above can be achieved. (5 marks)
- (c) Explain five ethics of business communication. (5 marks)

**QUESTION FIVE.20 MARKS**

Business letters are made up of four main parts. With detailed explanations, give the components that fall under these four parts and their significance. (20 marks)

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