

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**CHUKA, EMBU, THARAKA & IGEMBE**

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

**DIBM 0101: BUSINESS COMMUNICATION**

**STREAMS: DIBM (Y1S1)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 02/12/2019**

**8.30 A.M. – 10.30 A.M.**

**INSTRUCTIONS: Answer question ONE and any other TWO**

**QUESTION ONE**

- (a) While reading a daily newspaper, you came across a vacancy for Public Relations (PR) and communication officer position, you are qualified for the position. Write an application letter applying for the position. [10 marks]
- (b) Define the following terms as used in business communication
- (i) Decoding
  - (ii) Grapevine
  - (iii) Teleconferencing [6 marks]
- (c) What are the necessity of notes to a student [4 marks]
- (d) To be an effective communicator one has to be an effective listener. Analyze the statement with focus on essentials of effective listening. [10 marks]

**QUESTION TWO**

1. Explain how communication technology can be used effectively in an organization [10 marks]
2. Discuss 5 factors that may lead to grapevine communication in an organization [10 marks]

**QUESTION THREE**

- (a) Explain 5 factors a manager should consider before choosing a medium/channel for message transmission. [10 marks]
- (b) What is the significance of business communication in the modern time. [10 marks]

**QUESTION FOUR**

- (a) Explain any four types of business reports indicating the key qualities of written reports. [10 marks]
  - (b) Discuss the principles of effective communication [10 marks]
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