

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
CHUKA/EMBU/IGEMBE**

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

CIBM 00101: BUSINESS COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

- **Answer question one and any other two questions**

1. (a) Using a model of communication explain the elements of the communication process. [7marks]
(b) Define communication . [3marks]
(c) Communication is important in an organization. State four functions of communication. [4marks]
(d) Distinguish between intrapersonal and interpersonal communication. [4marks]
(e) Explain two effective communication routes in business. [4marks]
(f) Discuss the four basic language skills that will help a manager to organize and create a good working environment. [8marks]
2. (a) Explain the five steps of the process of communication. [10marks]
(b) You have a new product in your business. Write an advert to create awareness. [10marks]
3. (a) You have been requested to investigate the factors leading to underperform in your business. Write a business report highlighting these factors. [12marks]

- (b) Explain any four barriers to effective written communication. [8marks]
4. (a) Communication technology can cause conflict in an organization. Explain four ways how this can happen. [12marks]
- (b) Explain how communication technology can be used effectively in an organization. [8marks]
5. Using example formats, discuss any five tools of communication. [20marks]
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