

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF
COMM 104: BUSINESS COMMUNICATION**

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 23/07/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

SECTION A: 30 MARKS (COMPULSORY)

1. (a) Define the term business communication and briefly discuss four types of business communication tools. (10 marks)
- (b) Discuss five advantages and disadvantages of using ICT in business. (20 marks)

SECTION B: 40 MARKS

2. (a) Clearly discuss four components of effective communication. (12 marks)
 - (b) Discuss key functions of communication in an organization. (8 marks)
 3. Non-verbal communication is an important type of communication in a business. Differentiate between verbal and non-verbal communication, giving examples, advantages and disadvantages. (20 marks)
 4. (a) Explain five effective ways of managing problems within a business organization. (10 marks)
 - (b) Discuss directions of business or organizational communication. (10 marks)
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