

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS MANAGEMENT

CIBM 00101: BUSINESS COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 19/04/2018

2.30 P.M – 4.30 P.M

INSTRUCTION:

- **Answer question one and any other two questions**
1. (a) Using any model of communication explain briefly the elements of communication. [8marks]
 - (b) Explain how ineffective interpersonal communication can affect business production. [4marks]
 - (c) State the four types of human communication. [4marks]
 - (d) Communication in a company can be ‘downward’. Briefly explain this process. [4marks]
 - (e) Discuss any four qualities of a good written business report. [8marks]
 - (f) ‘Communication in business should be interactive’ provide two reasons to support the statement. [2marks]
 2. (a) Communication in any business is important. Discuss five barriers that hinder effective communication. [10marks]
 - (b) Explain how you would use communication technology to improve communication in business. [10marks]
 3. (a) You have noticed that the staff are reporting to work late. As the manager write a memo to this effect. [10marks]

- (b) Differentiate between horizontal and vertical communication routes in an organization. [10marks]
4. (a) Non verbal communication is more genuine than verbal communication. Discuss any five different types of non-verbal communication that can play an important roles in business. [10marks]
- (b) Explain the role of communication in an organization. [10marks]
5. You have been requested to investigate on the factors leading poor communication in a business organization. Write a business report on this investigation. [20marks]
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