

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0101: BUSINESS COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 9/04/2018

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer **THREE** Questions in all.
- Question **ONE** is **COMPULSORY**

SECTION A [30 MARKS] - COMPULSORY

1. (a) Differentiate the following terms;
 - (i) Business communication
 - (ii) Listening

[4 Marks]
- (b) Business communication is used in a wide variety of activities. Giving relevant examples, discuss any five business communication techniques.

[10 Marks]
- (c) Assuming that you are the owner of Equity Bank, explain how employee motivation helps your company.

[10 Marks]
- (d) Discuss any three business communication tools.

[6 Marks]

SECTION B [40 MARKS]

2. Many times businesses have to deal with angry or unhappy customers, and it is never easy. Build a case on how you would handle such customers.

[20 Marks]
3. (a) Discuss any five important factors to consider before writing a business report.

[10 Marks]

(b) Discuss mass media methods of effective communication.

[10 Marks]
4. (a) Discuss the advantages of using ICT in a business organization.

[10 Marks]

(b) State and explain five things needed when establishing a rapport with business customers.

[10 Marks]