

CHUKA



UNIVERSITY

UNIVERSITY SUPPLEMENTARY/SPECIAL EXAMINATIONS.

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT.

DIBM 0101: BUSINESS COMMUNICATION

STREAMS: DIP

TIME: 2 HOURS

DAY/DATE: MONDAY 23/07/2018

8.30 A.M - 10.30 A.M

INSTRUCTIONS:

- Answer **THREE** Questions in all.
- Question **ONE** is **COMPULSORY**
- Do not write anything on the Question paper.

SECTION A: COMPULSORY [30 MARKS]

1. Define the following terms:

- (i) Business communication
- (ii) Listening

[4 Marks]

(b) Comment on any six types of non-verbal communication.

[6 Marks]

(c) State and explain six barriers to effective communication.

[6 Marks]

(d) Discuss external aspects of business communication.

[8 Marks]

SECTION B: [40 MARKS]

2. (a) Discuss five things needed when establishing a rapport with business clusters. [10 Marks]

(b) Define meeting agenda and explain any five functions of agenda in a meeting. [10 Marks]

3. (a) Discuss the purposes of a memo in any business communication. [10 Marks]

(b) Discuss five elements involved in communication process. [10 Marks]

4. ICT has become a key component of business today. Discuss. [20 Marks]

[20 Marks]