

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA, EMBU, THARAKA AND ISEMBE CAMPUSES

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT,
PROCUREMENT AND LOGISTICS & ACCOUNTING

DIBM 0101: BUSINESS COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 6/08/2018

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

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

SECTION A: COMPULSORY [30 MARKS]

1. (a) Define the term business communication and briefly discuss four types of communication networks. [10 Marks]
- (b) Differentiate the following pairs of terms;
 - (a) Memo and letter
 - (b) Report and proposal
 - (c) Agenda and minutes [10 Marks]
- (c) Discuss the disadvantages of using ICT in a business. [10 Marks]

SECTION B: 40 MARKS

2. (a) A lot of business documents are sloppy, poorly written and disorganized. Discuss steps you need to follow to create effective business writing. [10 Marks]
- (b) Explain five ways of handling unhappy customers. [10 Marks]
3. Discuss print media methods of effective business communication. [20 Marks]
4. (a) State and explain five types of business communication tools. [10 Marks]
- (b) Successful business communication involves both verbal and non verbal communication.

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Explain the importance of using non verbal communication during communication process. [10 Marks]

5. Discuss external aspects of business communication. [20 Marks]

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