

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0100: INTRODUCTION TO BUSINESS COMMUNICATION

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: MONDAY 16/12/2024

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- **ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

SECTION A: ALL QUESTIONS ARE COMPULSORY (30 MARKS)

QUESTION ONE

- Define business communication and its significance in an organization. (6 marks)
- Describe the key elements of the communication process. (6 marks)
- Identify and explain 5 principles effective communication. (10 marks)
- What are some common barriers to effective communication? (4 marks)

SECTION B

QUESTION TWO

- Outline the best practices for writing effective business emails. (10 marks)
- Discuss the importance of nonverbal communication in business. (10 marks)

QUESTION THREE

- State and explain with examples five characteristics to employ in clarity as a principle of effective communication. (15 marks)

- d) Differentiate between the terms business correspondence and business liaison with examples. (5 marks)

QUESTION FOUR

With focus on Chuka University, discuss the 5 forms of business correspondence you expect happens and their formats. (20 marks)

QUESTION FIVE

Case Study: A company has received negative feedback from customers regarding its communication methods, which are seen as unclear and unresponsive. Identify the potential issues in the company's communication strategy. (20 marks)
