

CHUKA UNIVERSITY

DIBM 0101: BUSINESS COMMUNICATION

MAY 2025

RESIT/SPECIAL EXAM

STREAM: DIBM, Y1 S1

INSTRUCTIONS:

- **Question ONE is compulsory.**
- **Answer any other TWO questions.**

- **QUESTION ONE.**

a) Assume that you have completed your Diploma course and now in the process of job search. You have seen an advertisement from a large manufacturing company for a position that you think you qualify for. Write a letter of application for the job (10 marks)

b) Explain barriers that hinder effective communication from each of the following perspectives:

- i) Barriers relating to the communicator
- ii) Barriers relating to the message
- iii) Barriers relating to the receiver

(12 marks)

c) Explain the advantages of advertising job opportunities through the radio as opposed to television (8 marks)

QUESTION TWO

b) Explain the necessity of notes to a student (10 Marks)

c) To be an effective communicator one has to be an effective listener. Analyze the statement with focus on essentials of effective listening (10 marks)

QUESTION THREE

a). Explain the advantages of written communication as opposed to verbal communication. (10 marks)

b) Discuss key communication related problems that may cause a suitable candidate fail a job interview (10 marks)

QUESTION FOUR

a) Explain five factors a manager should consider when deciding on the official channel of communication to use in the office (10 marks)

b) Explain the factors that contribute to effective public speaking (10 marks)

