



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2020/2021 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

Date: 14th December, 2020

Time: 2.30pm – 4.30pm

KBA 302 - BUSINESS COMMUNICATION

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Identify five main categories of feedback which occur most frequently in daily office conversations. (5 Marks)
- b) Describe any five primary functions on non-verbal bodily behaviour in human communication (5 Marks)
- c) In your capacity as the Hostel representative, you have been asked by the matron to write a memo to the students staying in the hostel to ensure they keep social distance, wash their hands in the designated areas before entering the hostels and avoid any form of gathering or meeting within the hostels. All the students have been requested to remain vigilant and report any form of sickness to the security personnel at the gates or directly call you, the matron or the nurse. Write the memo. (20 Marks)

QUESTION TWO (20 MARKS)

- a) When communicating, nonverbal messages can interact with verbal messages. Examine in six ways in which the two forms of communication interact. (10 Marks)
- b) E-mail is very important in our lives of today because it is a quick way to communicate. Examine some of the considerations to adhere to when writing a business e-mail (10 Marks)

QUESTION THREE (20 MARKS)

You are the class representative of your group, you have been invited for a meeting by the Dean School of Business. Seven other class representatives are in attendance while 3 members are absent with apology. The other invited guests include the Deputy Academic registrar and the HOD. The main agenda of the meeting is Class Attendance. There are other four agenda to be discussed. Clearly noting the key agenda, write down the minutes of the meeting. (20 Marks)

QUESTION FOUR (20 MARKS)

- a) Using examples, evaluate the various levels of communication used in organizations. (10 Marks)
- b) Data plays a critical role in the way modern companies make business decisions, engage with customers, and develop new products and services. Discuss the various data storage types used in the modern organizations. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the factors that a manager should consider when writing business reports. (10 Marks)
- b) Explain any five modern methods of communication used in today's modern office which has been brought about by advancement in technology. (10 Marks)