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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)

Date: 16th August, 2023

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)

Jose recently got promoted to head of receivables for a bottle manufacturer. Because he's new to this detail-oriented position, he requires long periods of concentration. Jose has two chatty co-workers Jill and Jane who sit right behind him. They talk to each other all day long. Sometimes their conversations are work-related, sometimes they aren't. Their incessant chattering feels like a swarm of gnats buzzing around his head. Jose can't concentrate long enough to complete his assignments. Either their noise distracts him, or he obsesses about how to shut them up. Either way, he can't get their voices out of his head.

Required:

- a) As the manager in charge, advise Jill and Jane on the negative effects of their behaviour on other employees (5 Marks)
- b) Advise Jill and Jane on the importance of having good communication behaviour at the workplace (5 Marks)
- c) Explain the factors that Jill and Jane should have considered when selecting appropriate media for their communication. (5 Marks)
- d) As the manager, Identify ways that the organization can adopt to deal with such communication behaviours in the future. (5 Marks)
- e) You are the secretary of the KWUSO. You are attending your first meeting after the elections. The main agenda of your meeting today is the rising cases of student indiscipline. There are other three more agendas to be discussed. Nine members are present, three members are absent with apology.

The Dean of students and the Academic Registrar are present in the meeting. Write down the minutes of the meeting. (10 Marks)

QUESTION TWO (20 MARKS)

- a) As a business communication student, explain the essential public speaking skills you will require to enhance your public speaking abilities (5 Marks)
- b) Explain how cultural differences influence communication in a global business environment. (5 Marks)
- c) In XYZ LTD has been experiencing a number of challenges due to rumours that spread across the organization. The line managers have been lamenting of reduced productivity since most workers spend time discussing such rumours. As the Human Resource Officer, Write an email to workers, warning them on the impact of rumours on the organizational productivity (10 Marks)

QUESTION THREE (20 MARKS)

- a) You have not been attending lectures for the past three weeks and the matter has been reported to the office of the Academic Registrar. Write an official letter to the office of the Academic Registrar explaining the reasons for missing the classes (10 Marks)
- b) Explain the advantages of written communication over verbal communication. (5 Marks)
- c) Identify the key steps involved in preparing for a job interview. (5 Marks)

QUESTION FOUR (20 MARKS)

- a) As the Academic representative, write a memo to the students informing them consequences of missing Continuous Assessment Tests (CATS). (10 Marks)
- b) Non-verbal cues are important part of business communication. Describe any primary functions on non-verbal bodily behaviour in business communication. (5 Marks)
- c) Explain the barriers of written communication. (5 Marks)

QUESTION FIVE (20 MARKS)

- a) As the student president of KWUSO, you have been invited to give a speech during the orientation exercise of the first years. Prepare a speech on drug abuse and lesbianism and its effect on the university academic and social life (10 Marks)
- b) Examine how effective business communication contribute to organizational success (10 Marks)