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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
THIRDYEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE IN BACHELOR OF SCIENCE
BUSINESS ADMINISTRATION

Date: 9th August, 2019

Time: 2.00 – 4.00pm

KBA 302 - BUSINESS COMMUNICATION

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define what business communication is and give two examples of how it can be applied in an organization. **(6 Marks)**
- b) When it comes to the running of an organization “communication is the glue to it” explain this statement. **(6 Marks)**
- c) Distinguish between the upward and downward communication with examples of their benefits in an organization. **(6 Marks)**
- d) Business communication has various forms of communication among them include grapevine and consensus. Explicate clearly their differences **(6 Marks)**
- e) When it comes to looking for a job, a resume plays a vital role. Elucidate in details what it means and give at least two purposes it serves. **(6 Marks)**
- f) Highlight who a referee is and explain in details what an individual should consider when writing to a referee. **(6 Marks)**

QUESTION TWO (20 MARKS)

- a) For one to achieve an effective communication there is a process that needs to be followed. Discuss the process clearly bringing out each element contained in the process. **(10 marks)**
- b) In business communication there are various forms of communication which use seven C's concept to ensure their information is understood effectively. Explain in details the seven C's and highlight the importance of each C in communication. **(10 Marks)**

QUESTION THREE (20 MARKS)

- a) Discuss in details the four forms of grapevine communication, highlighting clearly how each form can be used in an organization. **(10 Marks)**
- b) Since the purpose of the resume is to present the information one wants to give, there is no fixed rules for a resume format. However, there are certain contents that should not miss in a Curriculum Vitae. Discuss these contents. **(10 Marks)**

QUESTION FOUR (20 MARKS)

- a) Elaborate the vital considerations that group members should put in mind while carrying out group discussions. **(10 Marks)**
- b) In business communication listening is a fundamental skill that requires every individual in a communication process to possess. Discuss in details the effective skills of a listener. **(10 Marks)**

QUESTION FIVE (20 MARKS)

- a) There are various forms of interviews that can take place in an organization. Explain them in details highlighting their importance in an organization. **(10 Marks)**
- b) Draft an application letter for the post of the Sales Manager of a private firm. **(10 Marks)**