KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2018/2019 ACADEMIC YEAR
DIPLOMA IN BUSINESS ADMINISTRATION

DBA – BUSINESS COMMUNICATION

Date: 13th April, 2018
Time: 2.30pm – 4.30pm

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTIONONE (COMPULSORY) AND ANYOTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

a)   i)   Define business communication   (2 Marks)

       ii)   Differentiate between personal and transactional business communication   (4 Marks)

       iii) Discuss the impotence of business communication in business set-up,   (6 Marks)

b)   Explain the barriers to effective communication in a business organization   (10 Marks)

c)   i)   Outline the advantages of good business writing skills   (5 Marks)

       ii)   Highline the factor affecting effective listening in an organization sect-up   (5 Marks)

QUESTION TWO (20 MARKS)

a)   Explain the following levels of business communication :
       i)   Intrapersonal   (2 Marks)
       ii)   Interpersonal   (2 Marks)
       iii) Mediated   (2 Marks)
       iv)   Person to person   (2 Marks)
       v)   Mass communication/media   (2 Marks)

b)   Discuss five inter-personal communications prevalent in business organization   (10 Marks)

QUESTION THREE (20 MARKS)

a)   Explain five techniques for efficient telephone communication communications in a business set-up
                                                                                                                      (10 Marks)

b)   Write short notes on the following ;
       i)   Romantic relationships in work place   (5 Marks)
       ii)   Telephone communication management in work-place   (5 Marks)

QUESTION FOUR (20 MARKS)

a)   Explain the advantages of written information in an organization   (10 Marks)

b)   Outline three types of business writing in business organization   (6 Marks)

c)   Highlight four styles of listening in a business setup   (4 Marks)

QUESTION FIVE (20 MARKS)

a)   Explain the advantages of written communication over verbal communication   (10 Marks)

b)   Outline five factors that affect verbal communication in a business organization   (10 Marks)