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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR  
THIRD YEAR, FIRST SEMESTER EXAMINATION  
FOR THE DEGREE OF BACHELOR OF SCIENCE  
(BUSINESS ADMINISTRATION)

Date: 18<sup>th</sup> April, 2024  
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)**

**Case Study: University Student Communication Dynamics**

Sarah, a student in the second year at college majoring in Business Administration at a prestigious university of KWUST, finds herself in a challenging position as the newly elected president of the Student Council. The council, comprised of representatives from various academic departments, serves as the primary channel for student concerns to be addressed by the university administration. Sarah's first major task is to organize an event aimed at improving academic support services for students. This event requires meticulous planning and effective communication with diverse stakeholders, including fellow students, faculty members, and university administrators.

As Sarah navigates the complexities of organizing the event, she encounters numerous communication challenges. Internally, coordinating with the Student Council team proves demanding, with differing schedules and priorities often hindering efficient communication. Externally, reaching out to the student body requires innovative approaches to ensure engagement and participation. Moreover, navigating the university's hierarchical structure presents obstacles in conveying student concerns effectively to the administration. Sarah must leverage various communication channels and strategies to overcome these challenges and ensure the success of the event.

***Read the case above and answer the following questions:***

- a) Advise Sarah on how to navigate internal communication challenges within the Student Council team to ensure effective planning and execution of the event (6 marks)
- b) Highlight strategies that Sarah employ to engage and inform the student body about the event's details and significance (6 marks)
- c) Grapevine communication within the student body regarding the event might affect the event, what measures can Sarah take to manage rumours and misinformation (6 marks)

- d) In what ways can Sarah utilize non-verbal communication to enhance her communication effectiveness during meetings and presentations (6 marks)
- e) Advise Sarah on ways to ensure clarity and professionalism in her written communication when communicating to the faculty members. (6 marks)

**QUESTION TWO (20 MARKS)**

- a) You have been consistently missing lectures this semester. The Dean has advised you to write an email to the head of department explaining the reasons for not attending the lectures as per the university regulation. Write the email (10 Marks)
- b) Describe the various types of communication networks used in business context (6 Marks)
- c) Highlight the importance of ethics in business communication (4 marks)

**QUESTION THREE (20 MARKS)**

- a) You have been searching for an industrial attachment placement. You have been requested to prepare a curriculum vitae and submit to human resource department for consideration (10 marks)
- b) Using examples examine benefits of etiquette to modern organizations. (6 marks)
- c) Enumerate four tips for presenting data information in business reports. (4 marks)

**QUESTION FOUR (20 MARKS)**

- a) You are unable to pay school fees for the upcoming semester. Draft a formal letter to the office of registrar academics requesting deferment of the semester. Clearly state your reasons for deferment outlining the deferment period. (10 Marks)
- b) Highlight the importance of effective listening in business communication (5 Marks)
- c) Describe how self-esteem can influence interpersonal communication. (5 marks)

**QUESTION FIVE (20 MARKS)**

- a) You are the academic representative in the student council. In your last council meeting, members requested you to write a memo to the students informing them of the consequences of missing lectures. A copy of the memo should be shared to the offices of the Academic Registrar, Deans of Schools and the Head of Department and Dean of students. Write the memo (10 Marks)
- b) Highlight the principles of effective presentation. (5 Marks)
- c) Suggest ways of overcoming barriers to effective business communication. (5 marks)