



GARISSA UNIVERSITY

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR TWO
FIRST SEMESTER EXAMINATION**

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: BHR 201

COURSE TITLE: COMMUNICATION MANAGEMENT

EXAMINATION DURATION: 3 HOURS

DATE: 08/12/17

TIME: 09.00-12.00 PM

INSTRUCTION TO CANDIDATES

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

This paper consists of TWO (2) printed pages

please turn over



QUESTION ONE (COMPULSORY)

- (a) With the aid of a diagram, describe the process of communication [10 marks]
- (b) Upward communication is the passing of information from the lower level to the superiors. explain the methods of upward communication [10 marks]
- (c) Identify the objectives of learning communication management [5 marks]

QUESTION TWO

- (a) Describe any five steps of planning and organizing formal reports [10 marks]
- (b) Identify some of the hints that will help in preparing questionnaires before making a Report [5 marks]

QUESTION THREE

- (a) Establish the several factors that contribute to poor listening [5 marks]
- (b) For effective listening skills, one has to develop some listening rituals. Highlight with explanation any five steps to developing a listening ritual [10 marks]

QUESTION FOUR

- Security and safety is the backbone of every organization “discuss” [15 marks]

QUESTION FIVE

- (a) Informal communication is unofficial way/ method of passing information, explain the several forms of unofficial communication that exist in an organization [8 marks]
- (b) Identify the 7cs to effective communication [7 marks]

QUESTION SIX

- (a) It is difficult to suggest a comprehensive list of vital features of system of communication. Explain the guidelines to achieving effective communication [10 marks]
- (b) Identify any five ethical issues in an office [5 marks]

