



GARISSA UNIVERSITY

UNIVERSITY EXAMINATION **2017/2018** ACADEMIC YEAR **ONE**
SECOND SEMESTER EXAMINATION

SCHOOL OF BUSINESS AND ECONOMICS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: SBE 104

COURSE TITLE: BUSINESS COMMUNICATION

EXAMINATION DURATION: 3 HOURS

DATE: 09/04/18

TIME: 2.00-5.00 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) You are secretary to a committee and you have attended a meeting at which the following items were discussed.

- GaU Student Council Elections
- A trip to a destination of your choice
- A clean up activity around the university

Write minutes for the above meeting

[10 marks]

(b) Differentiate the following

- i. Verbal communication and non-verbal communication
- ii. Agenda of a meeting and notice of a meeting

[3 marks]

[2 marks]

(c) Define business communication

[2 marks]

(d) State and explain any four dimensions of communication

[8 marks]

QUESTION TWO

(a) Describe any four ineffective style of listening.

[8 marks]

(b) Describe some of the barriers to communication

[7 marks]

QUESTION THREE

(a) Define listening

[1 mark]

(b) Describe the different types of committees

[6 marks]

(c) State and explain the forms of communication

[4 marks]

(d) Describe the lines of communication

[4 marks]

QUESTION FOUR

(a) State some of the advantages of written communication

[3 marks]

(b) State the ways in which management can keep high morale through communication

[4 marks]

(c) Describe the contributors of poor listening

[8 marks]

QUESTION FIVE

Discuss some of the major technologies that are being used in the world of business

[15 marks]

QUESTION SIX

(a) Outline the advantages of written communication

[5 marks]

(b) Explain any five purposes of business communication

[10 marks]



