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**SCHOOL OF BUSINESS MANAGEMENT**

**DIPLOMA IN BUSINESS MANAGEMENT**

**UNIT NAME: BUSINESS COMMUNICATION**

**UNIT CODE: DBM 006**

**QUESTION ONE**

**a).** Critically elucidate four key importance of communication for an individual & organizations

**(8 marks)**

**b).**Differentiate between oral and written communication **(8 marks)**

c). Explain six fundamental functions of non-verbal communication **(6 marks)**

d). Discuss briefly, in proper sequence, the steps followed in planning an effective communication **(10 marks)**

**d).** Two most important position in any business message is the opening and closing paragraph, Discuss **(6 marks)**

**QUESTION TWO (20 marks)**

a). Discuss various legal aspects in business communication **(8 marks)**

b).Explain four advantages of good listening **(8 marks)**

c).Explain two types of patterned interview **(4 marks)**

**QUESTION THREE (20 marks)**

1. Describe the business writing principles or seven c’s in business communication**(10 marks)**
2. Enumerate and explain the steps involved in planning a report **(10 marks)**

**QUESTION FOUR (20 marks)**

a). Explain the concept of “Leadership” in business. **(2 marks)**

b). Differentiate between Sales and Sale Promotion Letter **(10 marks)**

c). Verbal communication means such a communication that takes place by means of a language or words”. Explain main contents involved. **(8 marks)**

**QUESTION FIVE (20 marks)**

a). Explain the term business report **( 2 marks)**

b).Discuss six main functions of Business Report **(12 marks)**

c).Two most important position in any business message is the opening and closing paragraph, Discuss **(6 marks)**