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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR ONE**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: SBE 104/GCC 111**

**COURSE TITLE: BUSINESS COMMUNICATION**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 01/04/2021 TIME: 3.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) 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)**

1. Define the term business communication. **[2 marks]**
2. Describe the Grapevine type of communication **[3 marks]**
3. State two advantages of using video conferencing as a medium of communication **[3 marks]**
4. Explain, using examples what verbal communication entails **[5 marks]**
5. Explain five reasons why emails are important in communication **[5 marks]**
6. Explain the reasons grammar is important in Business communication **[6 marks]**
7. Highlight any three circumstances within which face to face communication is a preferred medium of communication in organizations. **[6 marks]**

**QUESTION TWO**

1. Differentiate between the following:
2. Formal communication and informal communication. **[2 marks]**
3. Internal communication and external communication. **[2 marks]**
4. Upward communication and downward communication. **[2 marks]**
5. Verbal communication and non-verbal communication  **[2 marks]**
6. Encoding and decoding of a message. **[2 marks]**
7. Discuss the elements of communication process. **[10 marks]**

**QUESTION THREE**

1. Imagine you are the Human Resource Manager at Absa Kenya (Garissa branch). Write a memorandum to remind the employees on the adherence to company working hours and company dress code.  **[10 marks]**
2. Discuss three Characteristics of effective communication **[6 marks]**
3. Identify and highlight on four listening barriers. **[4 marks]**

**QUESTION FOUR**

1. Explain the limitations of using e-mails as a means of communication in the business setup. **[10 marks]**
2. Discuss the five elements (factors) of the process of communication. **[10 marks]**

**QUESTION FIVE**

1. Discuss any five challenges that a minute taker might face while taking minutes in a meeting.  **[10 marks]**
2. Explain five importance of written communication in the contemporary world. **[10 marks]**