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**University Examinations 2014/2015**

FIRST YEAR, SECOND SEMESTER EXAMINATION FOR DIPLOMA IN BUSINESS ADMINISTRATION, DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT.

**DBA 1215/DPS 0317: BUSINESS COMMUNICATION SKILLS**

**DATE: DECEMBER 2014 TIME: 1**$\frac{1}{2}$ **HOURS**

**INSTRUCTIONS:** *Answer question* ***one (compulsory)*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. State five main aspects of communication (5 marks)
2. Quoting relevant examples identify five business situations in which good listening skills are particularly significant. (10 marks)
3. State five ways in which the skills you have learnt in this course will assist you as a manager (5 marks)
4. (i) What is semantic barrier? (1 mark)

(ii) Explain 3 semantic barriers in communication (9 marks)

**QUESTION TWO (20 MARKS)**

1. State five profiles of a good speaker (5 marks)
2. Explain the difference between a meeting and an interview (10 marks)
3. Give the importance of visual aids in communication (5 marks)

**QUESTION THREE (20 MARKS)**

1. Give five bad listening habits (5 marks)
2. “Fear of public speaking is believed to the most common phobia (fear) in the world.” As a communicator, explain how you can overcome this fear. (15 marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss why managers in business would prefer face-to-face communication when dealing with staff (5 marks)
2. Briefly explain how a receiver can make the work of a presenter effective (5 marks)
3. You have been an employee of Annex Company Limited. Stantech manufacturing company has offered you a better job. Write an appropriate fully blocked letter to your current boss informing him about this. (10 marks)

**QUESTION FIVE (20 MARKS)**

1. (i) Briefly explain three methods you can use to collect data for a report (9 marks)

(ii) State three types of reports (3 marks)

1. Give 3 qualities of a good summary (3 marks)
2. Differentiate between graphs and charts (5 marks)