



MURANG'A UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

END OF SEMESTER EXAMINATION FOR THE BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

UNIT CODE: HPS 2107

DATE: 21<sup>ST</sup> APRIL 2015

TIME: 2 HOURS

---

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

**QUESTION ONE (30 MARKS)**

- a) Define communication. (3 marks)
- b) Information is very vital for the existence and welfare of any business organization. Discuss any five sources from which one can get information about a business organization. (10 marks)
- c) Give five essentials of an effective business letter. (5 marks)
- d) Distinguish between formal and informal reports. (4 marks)
- e) Give five advantages of using an E-mail as a form of communication in a business organization. (5 marks)
- f) Highlight three characteristics of a good classified advertisement. (3 marks)

**QUESTION TWO (20 MARKS)**

You are appointed the managing director of a business organization. Whose business is declining? Discuss the objectives of communication which you would use to check the decline in business.

**QUESTION THREE (20 MARKS)**

Compare and contrast written communication with oral communication.

**QUESTION FOUR (20 MARKS)**

- a) Describe the functions of a business letter. (10 marks)
- b) You are the manager of Kikwetu Restaurant and several clients have complained to you that the office staff are not conducting themselves well while answering the telephone. Draft a memo to them on how to conduct themselves while answering the telephone. (10 marks)

**QUESTION FIVE (20 MARKS)**

As the secretary of your company you were entrusted by the Board of Directors to report on the feasibility of starting a new unit of the company in a rural area. Write a report on the findings and make suitable recommendations.