



# **MASEÑO UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2012/2013**

**SECOND YEAR SECOND SEMESTER EXAMINATIONS  
FOR THE DEGREE OF BACHELOR OF SCIENCE IN  
ECOTOURISM, HOTEL & INSTITUTIONAL  
MANAGEMENT WITH INFORMATION TECHNOLOGY  
(MAIN CAMPUS)**

### **SEH 209: BUSINESS COMMUNICATION**

*Date: 15<sup>th</sup> July, 2013*

*Time: 11.00 a.m.- 1.00 p.m.*

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## SEH 209: BUSINESS COMMUNICATION

### YEAR TWO SEMESTER TWO (SIRIBA CAMPUS)

**Instructions:** Answer **Question One** and any other **Two Questions** in the answer booklet provided

#### Q1.

- a) For any communication to be effective, appropriate medium must always be considered by the sender of the message. Describe four medium of communication that a hospitality establishment may employ to communicate. Provide realistic examples in each case. (20 marks)
- b) Describe the three-step writing process that a business organization should always follow when communicating through written medium. (10 marks)

#### Q2.

Your company has appointed you to represent them in a forthcoming conference to be held in Kuala Lumpur for two weeks. Your boss has tasked you with the duty of delivering a presentation on the topic "*ICT and Organization Performance*". Briefly explain the four factors you would consider in planning your presentation. (20 marks)

#### Q3.

- a) Discuss the following factors that should be consider when distributing business messages (10 marks) :
  - i. Cost
  - ii. Security and privacy
  - iii. Convenience
- b) Using a well labelled diagram, explain the process and components of communication in a business (10 marks)

**Q4.**

- a) Hospitality organizations may use different approaches in planning their business communication such as letters. These are: direct (deductive) plan, good news or neutral plan and indirect or inductive organizational plan. Explain briefly how these approaches are employed in business communication, citing examples of business messages applicable in each case (10 marks)
- b) Your boss has asked your work group to research and report on corporate child-care facilities. List and explain five things you'll want to know about the situation and about your audience before starting your research. (10 marks)

**Q5.**

- a) Discuss the concept of non-verbal communication in a business organization (10 marks)
- b) Abdullah is one of the participants scheduled to attend a two week conference at your hotel facility in Kisumu. Since it is his first time to be in Kenya, Abdullah calls you to seek advice on individual cultural implications that would affect him for the two weeks he will be staying in your hotel. What advice would you offer? (10 marks)