



UNIVERSITY OF EMBU

2016/2017 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

FIRST YEAR EXAMINATION FOR DIPLOMA IN PURCHASING AND SUPPLIES

BBA 105: BUSINESS COMMUNICATION AND WRITING SKILLS

DATE: APRIL 13, 2017

TIME: 2:00-4:00PM

INSTRUCTIONS:

Answer Question ONE and ANY Other TWO Questions.

QUESTION ONE (30 MARKS)

- a) Highlight the FIVE areas of focus by business communication (5 Marks)
- b) State any FIVE importance of communication in business (5 Marks)
- c) Mention FIVE disadvantages of face to face communication (5 Marks)
- d) Mention FIVE advantages of audio-visual communication (5 Marks)
- e) Highlight any FIVE circumstances that call use of letters as a form of business correspondence (5 Marks)
- f) Highlight any FIVE elements in the introduction part of a business report (5 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the FIVE essential elements of communication (10 Marks)
- b) Discuss FIVE benefits of making a telephone call effectively (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss the SIX elements of good practice in minute writing (12 Marks)
- b) Discuss FOUR services that facilitate communication in a business (8 Marks)

QUESTION FOUR (20 MARKS)

- a) Discuss the SIX Stages of communication process (12 Marks)
- b) Discuss FOUR role of meetings in an organization (8 Marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the SIX P's of presentation (12 Marks)
- b) Discuss any FOUR current trends and emerging issues in communication (8 Marks)

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