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**University Examinations 2014/2015**

SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

**BFB 3204: BUSINESS ENGLISH**

**DATE: AUGUST 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. With use of examples explain the importance of effective communication to your career and to the companies’ where you will work (10 Marks)
2. Discuss the major categories of non-verbal communication (10 Marks)
3. Discuss the role of technology in business communication (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Discuss the factors to consider when choosing a medium of communication (10 Marks)
2. With use of examples discuss the advantages and disadvantages of written communication (10 Marks)

**QUESTION THREE (20 MARKS)**

1. With use of examples, discuss the basic communication model (10 Marks)
2. Persuasive messages require the use of certain essential strategies. Which such strategies would you use in business situations (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the importance of business letters to organizations (10 Marks)
2. With use of examples explain the advantages and disadvantages of using social media in business organizations (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Imagine that you are a C.E.O of a business organization, write an internal memo to the employees informing them of the new strategies that the organization is carrying out to reduce the cost of running (15 Marks)
2. Explain the advantages of using face to face communication in business (5 Marks)