

**W1-2-60-1-6**

**JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2018/2019**

**EXAMINATION FOR THE DEGREE OF BACHELOR**

**HPS 2107: BUSINESS COMMUNICATION AND WRITING SKILLS**

**DATE: DECEMBER, 2018 TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

**QUESTION ONE: 30 MARKS**

a. Explain five communication rules that enables successful employees and customers relations. (10 marks)

b. Describe five techniques that can enhance efficient telephone communication in a business set-up. (10 marks)

c. Discuss any five characteristics of good business writing. (10 marks)

**QUESTION TWO: 20 MARKS**

a. Describe any five guidelines for effective listening within an organization. (10 marks)

b. With appropriate examples, explain the process of negotiations common in business environments. (10 marks)

**QUESTION THREE: 20 MARKS**

a. Explain any five guidelines that can enable an interviewee to have a successful interview for a job. (10 marks)

b. Explain any five competitive tactics that can be employed during negotiations. (10 marks)

**QUESTION FOUR: 20 MARKS**

Discuss ten rules for effective public speaking.

**QUESTION FIVE: 20 MARKS**

With appropriate examples from any business organization of your choice, discuss

any five types of interviews you might observe in that organization.