



KABARAK

UNIVERSITY

UNIVERSITY EXAMINATIONS

2008/2009 ACADEMIC YEAR

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BMGT 221

COURSE TITLE: BUSINESS COMMUNICATION

STREAM: Y2S2

DAY: TUESDAY

TIME: 8.30 – 10.30 A.M.

DATE: 5/8/2008

INSTRUCTIONS:

The paper contains four questions

1. Answer questions **ONE** in section A and any other **TWO** questions in section B.
2. Section A is compulsory and carries 30 marks.
3. All questions in section B carry equal marks; 20 marks each.

PLEASE TURN OVER

SECTION A: Compulsory (30 marks)

QUESTION ONE

Kabarak University marketing students are organizing a seminar to be held at the main campus – Nakuru commencing next Tuesday for duration of five (5) days. To ensure the success of the seminar, a number of activities have to be considered.

- (a) (i) As one of the organizing committee members of this event explain, giving examples in each case, the activities you have to ensure to be carried out before, during and after the seminar. **(10mks)**
- (ii) Explain the 6 P's of effective presentation. **(6mks)**
- (b) The presentation of statistical data in an effective visual way is an important and powerful skill in business communication especially during presentation during conferences and training seminars.
- (i) Explain the following giving examples in each case as used in the presentation data
- (a) Tables
 - (b) Pie charts
 - (c) Bar charts
 - (d) Graphs **(8mks)**
- (ii) Discuss some of the factors one has to take into consideration when preparing tables and charts for effective communication. **(6mks)**

SECTION B

QUESTION 2

It has been noted that most of the problems being faced by your organization are due mainly to the poor communication system the organization has.

- (a) Discuss, giving examples in each case any six (6) ways you would recommend to your organization to enable it improve its communication system. **(6mks)**
- (b) (i) Most organizations prefer the use of the written form of communication in their dealings these days. Explain any four (4) points why this is so and any four (4) other reasons why in your opinion you think the use of the written communications has disadvantages. **(8mks)**

- (ii) Explain the importance of an effective internal communication to any organization. **(6mks)**

QUESTION 3

You are the Marketing Manager and your boss, the Marketing Director has informed you that he has to prepare a report for presentation to the Board of Directors on the success of last month's launch of your company's new products. He further states that his main problem area is on the parts of the report.

- (a) Write a memo for your boss discussing the various parts or contents of a good report and conclude your memo by highlighting any six (6) characteristics of a good report. **(12mks)**
- (b) Explain the following terminologies as used in business meetings;
- (i) Agenda
 - (ii) Minutes
 - (iii) Quorum
 - (iv) Addressing the Chair
 - (v) Committee
 - (vi) Addendum
 - (vii) Voting by proxy
 - (viii) A O B **(8mks)**

QUESTION 4

In the majority of cases, organizations use letters as their main form of official business communication between organizations. Most organizations in this case use their letter headed papers for such forms of communication.

- (a) (i) Explain what a letter-headed paper is and state giving examples in each case any six (6) items that must be included on any company's letter headed paper. **(8mks)**
- (ii) In a situation where you have to write an official letter and your organization has no letter headed paper, mention any ten (10) parts of a business letter. **(5mks)**
- (b) Discuss, giving examples in each case, some of the influencing factors you would have to consider in the choice and use of language for effective communication. **(7mks)**

QUESTION 5

Communication technology has greatly changed the face of office and business communication these days.

(a) Giving examples in each case explain the following communication technology terminologies as used in business organizations:

- (i) Electronic mail
- (ii) Video conferencing
- (iii) The internet
- (iv) Computer software
- (v) HTTP
- (vi) The WAN
- (vii) The Intranet
- (viii) HTML

(8mks)

(b) Ethical issues play an important role in respect to communication especially inter-organizational communication. Explain any six (6) ethical perspectives which affect an individual's choice of communication and the eventual interactions.

(12mks)