



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2013 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

DIPLOMA IN BUSINESS MANAGEMENT

CMD 072: COMMUNICATION IN BUSINESS

Date: April 2013

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

Q1. Communication in business has changed in recent years. Managers do not only communicate with the local market, but also with global markets and global competitors.

Required:

- a) Define communication in business and distinguish it from casual communication. **(5 marks)**
- b) Explain how relationships between people in the organization affect communication. **(5 marks)**
- c) Distinguish using examples, verbal and non-verbal methods of communication. **(10 marks)**
- d) Explain how teleconferencing and video conferencing has enhanced communication in the modern world. **(5 marks)**
- e) Suggest how the working environment can enhance communication. **(5 marks)**

- Q2. The business you work for has problems in communicating to its external publics about its services. As a newly employed manager, suggest various media they can use to target different audiences. **(20 marks)**
- Q3. a) Distinguish between horizontal, vertical and diagonal communication in an organization. **(10 marks)**
- b) Explain how body language can hinder or help communication. **(10 marks)**
- Q4. You have been requested to do a presentation to your colleagues explaining the new strategies the company is planning to use to increase its profits.
- a) Suggest barriers of communication that you may have when doing the presentation. **(10 marks)**
- b) What other barriers would be due to the audience and/or external factors. **(10 marks)**
- Q5. Write a report on how modern technology has enhanced communication in the corporate businesses. **(20 marks)**

END