



**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (COMMUNICATION AND MEDIA)**

**COMM 104: BUSINESS COMMUNICATION**

**STREAM: B.A COMM Y1S2**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 14/4/2010**

**11.30A.M. – 1.30 P.M**

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**INSTRUCTIONS:**

**ANSWER ALL QUESTIONS IN SECTION A AND TWO OTHERS IN  
SECTION B.**

**SECTION A: (30 MARKS)**

1. Differentiate the following terms:
  - (a) A memo and a letter
  - (b) A report and a proposal
  - (c) An agenda and minutes [10 marks]
  
2. Define the term business communication and briefly discuss four types of communication networks. [10 marks]
  
3. Discuss the advantages and disadvantages of using ICT in a business. [10 marks]

**SECTION B: (40 MARKS)**

4. A lot of business documents are sloppy, poorly written, disorganized, littered with jargon and incomplete.
- (a) Discuss steps you need to follow to create effective business writing. [10 marks]
  - (b) Discuss the principles of effective communication. [10 marks]
5. (a) Clearly discuss the components of effective communication. [12 marks]
- (a) Discuss key functions of communication in an organization. [8 marks]
6. Non-verbal communication is an important type of communication in a business.
- (a) Differentiate between verbal and non-verbal communication, giving examples, advantages and disadvantages of each. [10 marks]
  - (b) Discuss directions of business or organizational communication. [10 marks]

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