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University Examinations 2013/2014

SECOND YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN
BUSINESS ADMINISTRATION

DPS 0317 – BUSINESS COMMUNICATION SKILLS

DATE: DECEMBER 2013

TIME: 1 $\frac{1}{2}$ HOURS

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

QUESTION ONE – 30 MARKS

1. Using appropriate examples, discuss the different forms of audio-visual aids in communication. (30 Marks)

QUESTION TWO – 15 MARKS

- (a) Define communication (2Marks)
(b) What is business communication? (2Marks)
(c) Explain the communication process (4Marks)
(d) Explain the components of the communication process (7Marks)

QUESTION THREE – 15 MARKS

Explain five (5) recent developments in communication technology citing relevant examples. (15Marks)

QUESTION FOUR – 15MARKS

- (a) What is effective communication? (1Mark)
(b) For effective communication to take place, there are guideline principles that need to be observed. Critically discuss the 7 principles of Good Communication. (14Marks)

QUESTION FIVE – 15MARKS

Discuss various barriers to effective communication and the different ways to overcome these barriers.