



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2010/2011

FIRST YEAR, FIRST SEMESTER EXAMINATIONS FOR DIPLOMA/CERTIFICATE BUSINESS
ADMINISTRATION/DIPLOMA /CERTIFICATE IN INFORMATION TECHNOLOGY/ELECTRICAL
ENGINEERING/CIVIL ENGINEERING/MECATRONICS/CERTIFICATE IN AGRICULTURE

DIT 0105/DBA 0215: BUSINESS COMMUNICATION SKILLS

DATE: DECEMBER 2010

TIME: 1½ HOURS

INSTRUCTIONS: Answer *Question One and Any Other Two* questions.

QUESTION ONE – (30 MARKS)

- (a) “Business success is greatly determined by effective communication” Discuss this statement citing four reasons in its support. (8 Marks)
- (b) Discuss any three elements of the communication process. (6 Marks)
- (c) Explain any four types of listening indicating the contexts in which each is best applicable. (8 Marks)
- (d) Write short notes on the following:
 - (i) Attention (2 Marks)
 - (ii) Communication barriers (2 Marks)
 - (iii) Persuasion (2 Marks)
 - (iv) Paragraph (2 Marks)

QUESTION TWO – (15 MARKS)

- (a) Discuss any four important e-mail etiquette. (10 Marks)
- (b) Explain how you can use two non-verbal skills to enhance oral communication. (5 Marks)

QUESTION THREE – (15 MARKS)

Discuss how you can use any five visual forms of communication to make ideas clear. (15 Marks)

QUESTION FOUR – (15 MARKS)

Write short notes on the following.

- (i) Memo
- (ii) Reports
- (iii) Horizontal communication
- (iv) Vertical communication
- (v) Grape vine communication

(15 Marks)

QUESTION FIVE – (15 MARKS)

Explain the Schema Theory as a technique in effective reading.

(15 Marks)