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University Examinations 2013/2014

FIRST YEAR EXAMINATION FOR CERTIFICATE IN BUSINESS ADMINISTRATION

CBA 0107: BUSINESS COMMUNICATION SKILLS

DATE: APRIL 2014

TIME: 1½ HOURS

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

QUESTION ONE – (30 MARKS)

- a) Highlight any six elements of the communication process. (6 marks)
- b) Identify any four barriers to effective communication explaining ways of overcoming them. (8 marks)
- c) Explain any three advantages of visual communication. (6 marks)
- d) Explain any two objectives of letters in an organization. (4 marks)
- e) Identify and briefly explain any three principles of effective communication. (6 marks)

QUESTION TWO (20 MARKS)

- a) Discuss the importance of communication skills in your career. (10 marks)
- b) Letters are at times preferred to telephone conversations as a means of communication in an office. Explain. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain and illustrate the components of a report. (20 marks)

QUESTION FOUR (20 MARKS)

- a) Explain four reasons why an organization would write a press release. (8 marks)
- b) Discuss the advantages of oral communication. (12 marks)

QUESTION FIVE (20 MARKS)

Communication technology has contributed greatly to development in society. Discuss.

(20 marks)