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University Examinations 2013/2014

FIRST YEAR, FIRST SEMESTER EXAMINATION FOR CERTIFICATE IN BUSINESS
ADMINISTRATION

CBA 0107: BUSINESS COMMUNICATION

DATE: DECEMBER 2013

TIME: 1 ½ HOURS

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

QUESTION ONE – (30 MARKS)

- (a) Explain the process of communication. (12 Marks)
- (b) Identify any four barriers to communication. (4 Marks)
- (c) Explain any four advantages of written communication. (8 Marks)
- (d) Explain reasons why a company may send a new release to the media. (6 Marks)

QUESTION TWO – (20 MARKS)

- (a) Explain why visual presentation is beneficial to communication. (12 Marks)
- (b) A letter may be considered more appropriate than a telephone conversation in official communication. Explain. (8 Marks)

QUESTION THREE – (20 MARKS)

- (a) Explain any five principles of business communication. (10 Marks)
- (b) Discuss the importance of the e-mail in communication. (10 Marks)

QUESTION FOUR – (20 MARKS)

- (a) Current development in technology has greatly impacted in society. Discuss. (10 Marks)
- (b) Explain the disadvantages of using the telephone as a means of communication in an organization.

QUESTION FIVE – (20 MARKS)

(a) Memos are an integral tool of communication in any organization. Explain. (10 Marks)

(a) Explain the importance of letters as a means of communication. (10 Marks)