



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

P.O. Box 972-60200 Meru - Kenya. Tel: 020-2092048, 020 2069349
Fax: 020-8027449

University Examinations 2010/2011

FIRST YEAR, FIRST SEMESTER EXAMINATIONS FOR DIPLOMA/CERTIFICATE BUSINESS
ADMINISTRATION

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) Communication is an interactive process. Explain (5 Marks)
- (b) Discuss any three principles of communication process. (6 Marks)
- (c) Discuss any four important e-mail etiquette. (8 Marks)
- (d) Distinguish the difference between listening and hearing. (2 Marks)
- (e) Write short notes on the following.
 - (i) Lateral communication (2 Marks)
 - (ii) Grapevine communication (2 Marks)
 - (iii) Schema (2 Marks)
 - (iv) Reports (2 Marks)
- (f) “Reading is a very versatile activity”. Explain (1 Mark)

QUESTION TWO – (20 MARKS)

- (a) Explain any four types of reading (12 Marks)
- (b) Using suitable illustrations discuss the possible causes of communication breakdown. (8 Marks)

QUESTION THREE – (20 MARKS)

- (a) Discuss elements of communication (10 Marks)
- (b) Using any model that is well known to you discuss the process of communication. (10 Marks)

QUESTION FOUR – (20 MARKS)

- (a) Explain three activities you would apply in order to carry out an effective study of any written materials. (7 Marks)
- (b) What is a paragraph? (3 Marks)
- (c) Identify and explain the four characteristics of a well written paragraph. (10 Marks)

QUESTION FIVE – (20 MARKS)

- (a) Discuss how you can use any five visual forms of communication to make ideas clear. (12 Marks)
- (b) Show how you can use two non-verbal skills to enhance oral communication. (8 Mark)