

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

**FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

**COMM 104: INTRODUCTION TO BUSINESS COMMUNICATION**

**STREAM: B.A (COMM) Y1S2**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 14/4/2011**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

1. Answer four Questions. Question 1 is Compulsory.
  2. Write clear and concise answers.
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1. Assume you are recent College graduate responding to a local newspaper article about the company's plan to build a new Computer Center. Do not apply for a specific job opening but describe the position you seek. [25 marks]
  2. Discuss the importance of effective communication in any organization. [15 marks]
  3. Describe the varied principles of effective communication. [15 marks]
  4. What are some of the most important principles you must adhere to when writing business letters? [15 marks]
  5. Barriers in communication are inevitable. Explain how you can minimize your perpetual barriers in business communication. [15 marks]
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