



MERU UNIVERSITY COLLEGE OF SCIENCE & TECHNOLOGY

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University Examinations 2011/2012`

SECOND YEAR, FIRST SEMESTER EXAMINATIONS FOR THE DEGREE OF
BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

HPS 2107: BUSINESS COMMUNICATION AND WRITING SKILLS

DATE: APRIL 2012

TIME: 2 HOURS

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

QUESTION ONE (30 MARKS)

- Define communication and discuss the main aspects of communication (10 Marks)
- What is electronic communication? Briefly explain four advantages of email as form of communication (10 Marks)
- Describe the main functions of a business letter. (10 Marks)

QUESTION TWO (20 MARKS)

Draft a letter to m/s Kariuki and sons asking for a copy of their latest catalogue. State that you propose to stock watches for sale. Ask for their best trade terms for their supply of their watches and clocks (20 Marks)

QUESTION THREE (20 MARKS)

- briefly discuss the changes brought about in the field of communication by the newly introduced electronic devices (10 Marks)
- Discuss the role of advertizing in modern marketing (10 Marks)

QUESTION FOUR (20 MARKS)

- Define a report and discuss the importance of business reports (10 Marks)
- What is a memorandum? Draft a memorandum to the tender committee inviting them for a tendering meeting (10 Marks)

QUESTION FIV E (20 MARKS)

- a. Discuss the importance points which a chairman of a meeting should keep in mind in order to run the meeting smoothly and successfully (10 Marks)
- b. Briefly discuss five advantages of holding conferences (10 Marks)