



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION
WITH INFORMATION TECHNOLOGY**

MAIN CAMPUS

ABA 108: BUSINESS COMMUNICATION

Date: 21st June, 2017

Time: 8.30 - 11.30am

INSTRUCTIONS:

- Answer Question ONE and any other THREE
- Question one carries 25 marks and the rest 15 marks each



QUESTION ONE

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- (a) Discuss the importance of effective business communication within and outside the organization. (10 Marks)
- (b) "Communication is a two way process of exchanging ideas or information between two human beings", in light of the above statement, explain the process of communication with the help of a diagram. (10 Marks)
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- (c) Differentiate between oral and written communication. (5 Marks)

QUESTION TWO

- (a) You are in charge of employee safety at your work station, Write a notice reminding office employees of the dangers of being careless in the use of electrical equipment. (10 Marks)
- (b) Explain the uses of business reports in the organization. (5 Marks)

QUESTION THREE

- (a) Explain 3 communication skills that an entrepreneur should strive to acquire. (6 Marks)
- (b) Explain four barriers to effective business communication giving examples in each case. (9 Marks)

QUESTION FOUR

You are the sales representative of Skylax drinks a company that deals in soft drinks, you have been criticized recently for decline in sales of skylax products, the cost of the drinks is so high and as a result there is a lot of complaints from the consumers and competition from other companies is

fierce. You are also receiving complaints that there is delay in distribution of the products. Write a report to your divisional manager Mr. Graham explaining the reasons for fall in orders and suggesting solutions to the problem at hand. (15 Marks)

QUESTION FIVE

Describe how the entrepreneur can utilize the following emerging trends to increase the scale of operations for his business.

- (a) E – Commerce (5 Marks)
- (b) Business Outsourcing (5 Marks)
- (c) Globalization (5 Marks)

QUESTION SIX

- (a) State and explain three advantages and four disadvantages of using internet for business communication. (7 marks)
- (b) In vertical communication approach, employees are usually passive consumers of the message because the management uses the message to control, organize, coordinate, and direct the staff. In view of the above statement explain in detail the forms of business communication that most organizations use today. (8 marks)