



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2017/2018**

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

**CITY CAMPUS**

**ABA 108: BUSINESS COMMUNICATION**

Date: 10th May 2018

Time 5.30 - 7.30pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other THREE questions.
- Question ONE carries 25 Marks and the rest 15 Marks each.

### **Question 1**

a). “ Communication is a two way process of exchanging ideas or information between two human beings’. What are the importance of external communication in a typical business organization? (5 marks)

b). Using a suitable diagram, briefly illustrate the process of business communication that shows the flow of information in the organization. (10 marks)

b). As a general manager of the busy organization, you noticed a declining trend in work ethics, discipline, lateness and general laxity among many employees in your organization. In not more than 200 words, write a memo summoning members to an urgent meeting to correct the above anomalies among the staffs in your unit. (10 marks)

### **Question 2**

a). Explain different categories of non-verbal communication while enumerating their importance in business communication process with suitable examples. (10 marks)

b). Using well cited examples; analyze the merits of written communication over oral communication in the context of organizational communication.

(5 marks)

### **Question 3**

a). Discuss any five principles of business communication. (10 marks)

b). Explain five pitfalls that an interviewer should avoid while conducting an interview. (5 marks)

### **Question 4**

a). For business and professional use, the telephone is an effective oral communication tool and one of the most important channels of communication. In this regard, suggest desirable behaviour that both the caller and the recipient should exhibit during business telephone conversation. (10 marks)

b). Describe the procedures for conducting business meeting in an organization. (5 marks)

**Question 5**

a). Explain the considerations of writing a good order letters. (5 marks)

b). Explain the circumstances under which order letter needs a reply (5 marks)

c). Describe the adjustment principles that will act as a guide in writing effective adjustment letter. (5 marks)

**Question 6**

b). Illustrate the Demerits of visual channels as used in Business communication. (8 marks)

c). What are the roles of internet technology in facilitating business communication. (7 marks)