



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

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

CITY CAMPUS

ABA 108: BUSINESS COMMUNICATION

Date: 20th May 2018

Time 9.00 - 12.00pm

INSTRUCTIONS:

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

QUESTION ONE

- (a) Discuss the merits and demerits of telephone medium of communication (15 marks)
- (b) Explain the significance of communication in an organization (10 Marks)

QUESTION TWO

- a) Discuss the crucial barriers to effective business communication (8Marks)
- b) Use an illustration to explain the phases of the communication process (7 marks)

QUESTION THREE

- a) Discuss the non-verbal elements in oral communication (8marks)
- b) Explain the importance of audio-visual communication in business environment (7Marks)

QUESTION FOUR

- a) Critically examine the pros and cons of written communication. (8 mark)
- b) Evaluate the basic objectives of interview as a means of two-way communication. (7marks)

QUESTION FIVE

- a) Discuss the sources of information for business communication (8 marks)
- b) Explain the uses of internet for improving business communication (7 marks)

QUESTION SIX

- (a) Discuss the significance of conciseness as a component of communication (8 marks)
- (b) Explain the principles of courtesy in business communication (7marks)