



KENYATTA UNIVERSITY
DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING (DSVOL)
EXAMINATION FOR THE DEGREE OF BACHELOR OF HUMAN RESOURCE
MANAGEMENT
CEP/VOL

BBA 311: BUSINESS COMMUNICATION

2ND TRIMESTER 2025/2026

TIME: 2 HOURS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION 1:

- a. You are the Public Relations Manager at Summit Holdings Ltd., P.O. Box 8800-00200, Nairobi. Your company recently sponsored a secondary school career fair organized by Uwezo Youth Initiative. Write a formal business letter to the Executive Director of Uwezo Youth Initiative, Ms. Lorna Wambui, P.O. Box 1120-00500, Nairobi, thanking the organization for the successful partnership and expressing interest in co-hosting a similar event in the following academic year. Your letter must adhere to all conventions of formal business correspondence. **(10 marks)**
- b. Using a well-labelled diagram, describe the communication process, clearly defining each element. For each element, illustrate its role in achieving effective communication. **(10 marks)**
- c. Critically evaluate the impact of globalization and emerging communication technologies on modern business communication practices. In your evaluation, discuss: (i) FOUR opportunities that technology presents for improving organizational communication; (ii) FOUR challenges or risks that digital communication introduces; and (iii) ONE recommendation for how organizations can strike a balance between digital efficiency and effective human communication. **(10 marks)**

QUESTION TWO

- a. The Board of Governors of Greenfield Technical College is scheduled to hold its **Quarterly Ordinary Meeting** on **Thursday, 8 May 2025** at **9:00 a.m.** in the **Principal's Boardroom**. The following matters are expected to be discussed: confirmation of the previous minutes; financial report for Q1 2025; status update on the construction of the new ICT laboratory; approval of the revised student fee structure; staff recruitment and appointments; and any other business. One Board member, Dr. Peter Kariuki, has sent apologies in advance. As the College Secretary, draft a formal NOTICE and AGENDA for the above meeting. **(10 marks)**

- b. Discuss at least FIVE barriers to effective listening that should be emphasized in business communication. **(10 marks)**

QUESTION THREE

- a. The **A.R.R.R. approach** is a widely used framework in business writing revision. Explain what **A.R.R.R.** stands for and discuss what each stage entails. Using an example of a business report, illustrate how a writer would apply this approach to improve the quality of their written communication. **(10 marks)**
- b. Define the term business communication and explain at least FOUR of its importance in an organization. **(10 marks)**

QUESTION FOUR

- a. Your organization, Green Valley Agribusiness Ltd., has vacancies for two positions: a Sales Representative and a Logistics Coordinator. Draft a well-formatted internal advertisement in the form of a MEMO to all employees, inviting applications from qualified internal candidates. The MEMO should include key details such as the roles, qualifications required, application process and deadline. **(10 marks)**
- b. Explain in detail, the importance of **AUDIENCE** analysis for effective public speaking. **(10 marks)**