



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF COMMERCE

BBA 311: BUSINESS COMMUNICATIONS

DATE: Monday 18th June 2018

TIME: 8.00a.m- 10.00a.m

INSTRUCTIONS:

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

QUESTION ONE

- a) By means of a diagram, discuss the communication process model. (15 marks)
- b) The flow of communication is important in an organization.. Explain.
 - i) What you understand by vertical communication (5 marks)
 - ii) Discuss five reasons as to why you would recommend it for your organization. (10 marks)

QUESTION TWO

- a) Explain five reasons as to why people perceive any information differently. (10 marks)
- b) It has been argued that listening is a skill. Explain five ways in which an individual can Improve his/her listening skills in order to be better communicator. (10 marks)

QUESTION THREE

Explain in details four methods of informational communication and in each case indicate the importance of each method. (20 marks)

QUESTION FOUR

In your Daily Nation of yesterday, you saw an advertisement calling for applications for the position of Human Resource Manager in CATE international. Write a letter of application for the position. (20 marks)

INVOLVEMENT IN ANY EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION.

