



KIBABII UNIVERSITY COLLEGE

(A Constituent College of MasindeMuliro University of Science Technology)

P.O. Box 1699-50200 Bungoma, Kenya

Tel. 020-2028660/0708-085934/0734-831729

E-mail: enquiries@kibabiiuniversity.ac.ke

Knowledge for Development

MAIN EXAM

COURSE CODE:

COURSE TITLE: MANAGEMENT ACCOUNTING

DATE:

TIME:

INSTRUCTIONS

ANSWER QUESTIONS ONE (COMPULSORY)

- a. i) Define the term business communication (2 Marks)
ii) Explain any Five benefits that would accrue to the organization that would enhance a good communication strategy (10 Marks)
- b) i) What is information systems as used in Business organizations (2 Marks)
ii) Briefly discuss the five main components of computer based information systems (10 Marks)
- c) Communication serves Four major functions within a business organization. Explain (3 Marks)

SECTION B

QUESTION TWO

- a) Legal aspects in Business refer to the selection of words so as to ensure their conformity with the rules and regulations laid by the country's business law, failure to which may cause a person to be up against legal actions. Discuss any four of these legal aspects in Business Communication. (12 Marks)
- b) Describe the two main categories of verbal communication used in business organizations. For each category give one advantage and one disadvantage. (8 Marks)

QUESTION THREE

- a) Outline any five objectives of communication in business (5 Marks)
- b) In order to enhance effective communication with the workers on issues affecting their interests and that of the organization as a whole, the management of many firms emphasizes on the 7c's principles of business communication. Discuss any five of these principles giving appropriate illustrations. (15 Marks)

QUESTION FOUR

You have been requested by your management to prepare a paper to be presented at the coming business communication seminar. The topic of the paper is: the impact of information systems on organizational performance.

In your paper;

- a) Briefly discuss any five challenges that business organizations face in their use of information systems. (10 Marks)
- b) Explain any five benefits that would accrue to a firm that employs information systems in its day to day activities. (10 Marks)

QUESTION FIVE

You are concerned as a communications manager in your company at the way many of the receptionists and clerical officers are answering the telephone. You feel all such staff should receive some training in the immediate future in telephone techniques. Draft a memorandum which you will send to all departmental managers inviting them in addition to bringing their ideas for any such training to the proposed meeting. (20 Marks)