



**KIBABII UNIVERSITY COLLEGE**

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*Knowledge for Development*

**UNIVERSITY REGULAR EXAMINATION**

**1<sup>ST</sup> YEAR, 1<sup>ST</sup> SEMESTER 2013/2014**

**SEMESTER EXAMINATION**

**FOR THE DIPLOMA IN INFORMATION TECHNOLOGY**

**COURSE CODE: DIT 056**

**COURSE TITLE: BUSINESS COMMUNICATIONS (DIPLOMA IN IT)**

**DATE: 14<sup>TH</sup> AUGUST, 2014**

**TIME: 2:00P.M.-4:00P.M.**

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**INSTRUCTIONS**

Answer questions ONE (compulsory) and any other TWO questions

## SECTION A

### Question One (compulsory)

(20 marks)

- a) “Communication is basically for employee, customer empowerment, involvement and participation”, said a renowned professor of communication in his concluding remarks at a business conference.
- i) Explain the validity of the statement as far as internal organization communication is concerned. (6 marks)
  - ii) Explain the validity of the statement as far as external organization is concerned (6 marks)
- b) Mention and explain the various barriers to effective communication (10 marks)
- c) Communication takes place in only three ways i.e writing, speaking and action. Describe the factors that influence the choice of these methods in communicating (8 marks)
- d) Discuss the various forms of Advertising media that you are familiar with (10 marks)

## SECTION B

### Question two

(20 marks)

You have been appointed to make a long-hour speech presentation to a class of three hundred students on the topic of your choice. Your friends cautioned you that the students could get contentious /anxious and deny your audience if your presentation is not well executed.

- a) Discuss the guidelines that you will use to ensure effective public presentation. (10 marks)
- b) What are some of the non-verbal signs of communication that you will be on the look-out for to alert you of ineffective listening on the part of the students/audience? (10 marks)

### Question three

(20 marks)

To build communication skills in a business organization, one needs to clearly understand the process of communication.

In light of the above statement, illustrate and explain in detail, the communication process model with all its elements (20 marks)

### Question four

Discuss the roles of the chair-person before, during and after a meeting

(20 marks)