



KIBABII UNIVERSITY COLLEGE

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UNIVERSITY EXAMINATIONS

2012/ 2013 ACADEMIC YEAR

**FOR THE DIPLOMA OF
BUSINESS MANAGEMENT**

COURSE CODE: ICT 016 **COURSE TITLE:** BUSINESS COMMUNICATION

DATE: 20th August 2013

TIME: 9.00am – 12 noon

Instructions to Candidates

- Attempt any five questions

1. (a) Outline seven qualities of a good speech (14 marks)
b) Discuss how you would prepare to deliver a speech and ensure that you mention all the steps you would take (6 marks)
2. You have been appointed to chair a departmental meeting in your organization.
 - a) Write a notice inviting your colleagues to the meeting (10 marks)
 - b) Explain five things you would consider as you chair the meeting (10 marks)
3. Briefly outline
 - a) The importance of upward communication (10 marks)
 - b) Methods of upward communication (10 marks)
4. a) identify and explain five barriers to effective communication (10 marks)
b) Write short notes on the following terms as used in communication (10 marks)
 - (i) Information
 - (ii) Sender
 - (iii) The message
 - (iv) The channel
 - (v) The receiver
5. The company which you work for is considering the removal of its office from a building in a crowded city street to premises which are quieter and more spacious but further from the city centre.
Write a memorandum to the chairperson expressing your ideas on the subject
(20 marks)
6. You have bought from Mbao enterprises a chair advertised in one of the local dailies Delivery and promised in a fortnight. A month has passed and the chair has not arrived. Write a letter enquiring about the delay and urging early delivery (20 marks)