

KIBABII UNIVERSITY COLLEGE

MAIN EXAM

DIT 056: BUSINESS COMMUNICATIONS (DIPLOMA IN IT)

QUESTION ONE (Compulsory)

- (a) Define 'Communication' and show its purposes (6mks)
- (b) With the help of illustrations, describe the communication process. (15mks)
- (c) Mention & explain the various barriers to effective communication. (4mks)

QUESTION TWO

- (a) Define listening (1mk)
- (b) Describe nine (9mks) steps that can help students become better listeners in a lecturer (10mks)
- (c) Mention some of the non-verbal signs of ineffective listening (4mks)

QUESTION THREE

- (a) Mention & explain the four (4) unique features of written communication (5mks)
- (b) A skilled essay writer should choose words such that the receiver gets the meaning in a precise manner, without different interpretations, Explain. (10mks)

QUESTION FOUR

A new recruit in a sales department has to be guided into becoming a persuasive public speaker. What strategies would you recommend to him for regularly delivering effective, persuasive speeches to his clients? (15mks)

QUESTION FIVE

As a committee chairperson, discuss some of the steps that you would follow in order to ensure the effectiveness of committee meetings in your organization. (15mks)