



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

UNIVERSITY EXAMINATIONS

2012/ 2013 ACADEMIC YEAR

**FOR THE DEGREE OF
BUSINESS MANAGEMENT**

COURSE CODE: BBM 211

COURSE TITLE: BUSINESS COMMUNICATION

DATE: .21st August 2013

TIME: .9.00am – 12 noon

Instructions to Candidates

- Section A Compulsory
- Section B Answer any three questions

SECTION A: COMPULSORY

QUESTION 1

- a) Define communication. Discuss the main aspects of communication (5 marks)
- b) Write a job application letter in semi block format. Maximum words shall be 150 (20 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION 2

Write short notes on the following:-

- a) Written Communication
- b) Oral Communication
- c) Audio Visual communication (15 marks)

QUESTION THREE

Discuss the general principles of effective communication (15 marks)

QUESTION FOUR

What are the advantage and disadvantage of using a telephone as a form of communication? (15 marks)

QUESTION FIVE

State barriers to communication and how to overcome those (15 marks)