



KIBABII UNIVERSITY COLLEGE

(A Constituent College of Masinde Muliro 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 REGULAR EXAMINATIONS

2014/2015 ACADEMIC YEAR

2ND YEAR 1ST SEMESTER EXAMINATIONS

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF COMMERCE

COURSE CODE: BCB 211

COURSE TITLE: BUSINESS COMMUNICATION

DATE: DECEMBER 2014

TIME:

INSTRUCTIONS TO CANDIDATES:

- Answer questions ONE (Compulsory) and any other two questions.
- Question one attracts 30 marks
- All other questions attract equal marks
- Time allowed is 2 hours

SECTION A COMPULSORY 30 MARKS

Question 1

- (a) Define the following terminologies giving appropriate examples;
- (i) Business communication (2 marks)
 - (ii) Mode of Communication (2 marks)
 - (iii) Grammar (2 marks)
 - (iv) Core vocabulary (2 marks)
 - (v) Communication Theory (2 marks)
- (b) The Purpose of business writing is to convey information to someone else or to request information from them. To be effective in writing for business, you must be complete, concise and accurate. Discuss.
(10 marks)
- (c) You are the Human Resource Manager of Mumias Sugar Factory. Write a notice of a meeting. (10 marks)

SECTION B – Attempt any two questions (40 marks)

Question 2

List and explain the factors to consider while writing a letter for a job application. (20 marks)

Question 3

Discuss any three classical communication theories citing relevant examples. (20 marks)

Question 4

Writing is an important aspect of communication. Discuss any five fundamental language skills. (20 marks)

Question 5

State and explain the differences between fact and opinion giving appropriate examples from an organization of your choice. (20 marks)