



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

FIRST YEAR FIRST SEMESTER EXAMINATIONS

MAIN EXAMINATION

**DIPLOMA
IN
BUSINESS MANAGEMENT**

COURSE CODE: DIB 104

COURSE TITLE: BUSINESS COMMUNICATION AND INFORMATION SYSTEMS

DATE: 11TH DECEMBER, 2014

TIME: 2.00- 4.00 P.M

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

SECTION A

QUESTION ONE, COMPULSORY (30 MARKS)

- a) Mangopipe works Ltd; a medium sized company is faced with the problem of poor communication between its departments. As a newly employed communications officer you have been asked to organize an induction course on communication skills.
- i) Highlight the key features that you will include in your course (5marks)
 - ii) Explain the benefits/importance that would accrue to the organization that would enhance a good communication strategy (8 marks)
 - iii) Outline Five functions of business communication (5 marks)
- b) Modern business organizations have been cautioned to be aware of business fads some of which come in form of ideas or concepts whose practical value to the growth of the business organization is questionable. However, one of the modern concepts that have had a tremendous positive effect on business is that of information management systems.
- i) Define the term information systems as used in business (2 marks)
 - ii) Discuss the importance of information systems to a business organization (10 marks)

SECTION B: ANSWER ANY TWO QUESTIONS

QUESTION TWO

Considerable information is needed by every employee of an organization to be able to perform their function effectively. Employees need to know their jobs relationships and their importance to the overall operation. This knowledge makes it easy for the employees to identify with the organizational mission. This is why company XYZ limited has introduced improved communication channels. However, its management has been warned of barriers that hamper effective communication in an organization.

Briefly discuss any Five barriers to organizational communication and show how they can be overcome (20 marks)

QUESTION THREE

- a) Legal aspect refers to the selection of words used in Business Communication so as to ensure their conformity with the rules and regulations laid by the country's business law failure to which may cause a person to be up against legal actions. Discuss any Four legal aspects in business communication. (12 marks)
- b) Distinguish between verbal and non-verbal communication (8 marks)

QUESTION FOUR

- a) Discuss five elements (Factors) of the process of communication (10 marks)
- b) Show a Diagrammatic representation of the above communication (10 marks)

QUESTION FIVE

- a) Workplace activities are dominated by oral and non-verbal communication. Give reasons with instructions to justify this statement (10 marks)
- b) Management information system supports the manager in his functional responsibilities in an organization. Explain (10 marks)

QUESTION SIX

- a) A Computer based Information System is essentially an IS using computer technology to carry out some or all of its planned tasks in a business organization. Describe the basic components of computer based information system. (10 marks)
- b) In order to enhance effective communication with employees on issues affecting their interests and that of the organization as a whole, the management of CBY limited has emphasized on the 7Cs principles of business communication. Discuss any five of these principles. (10 marks)