



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

FIRST YEAR FIRST SEMESTER EXAMINATIONS

SUPPLEMENTARY/SPECIAL EXAMINATION

**DIPLOMA
IN
BUSINESS MANAGEMENT**

COURSE CODE: DIB 104

COURSE TITLE: BUSINESS COMMUNICATION AND INFORMATION SYSTEMS

DATE: 14th January 2015

TIME: 9.00-11.00 A.M

INSTRUCTIONS TO CANDIDATES:

Answer Question ONE and any other Two Questions

TIME: 2 Hours

SECTION A

QUESTION ONE COMPULSORY

- a) Define the term business communication (2 marks)
- b) Describe any Five Objectives of Communication in business (5 marks)
- c) Communication serves Four major functions within a group or business organization. Discuss these functions (8 marks)
- d) Mpenda Kusoma, a lecturer at Masinde University of science and technology, School Business and Economics feels that compulsory computer applications training must be taught to all the students taking business courses in the university college. Explain the impact this will have on the individual students at large. (10 marks)

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Define the term Information Systems (2 marks)
- b) 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)
- c) Outline the three main types of internal communication channels mostly used in business organizations (3 marks)

QUESTION THREE

- a) Most messages that are sent reach their destinations although many are partially understood. One can learn to improve the chances of communicating successfully by learning to recognize the barriers that are known to disrupt the process of Interpersonal communication. Discuss any Five of these barriers to interpersonal communication. (10 marks)
- b) Outline ways in which these barriers can be overcome in an organization (5 marks)

QUESTION FOUR

- a) Communication is the lifeblood of every organization with its importance of implied. As such communication is vital to any human encounter, human society and to the organizations in general. Thus, discuss the importance of communication for an individual in the organization. (8 marks)
- b) In order to enhance effective communication with workers on issues affecting their interests and that of the organization as a whole, companies' management emphasizes on the 7Cs principles of business communication. Discuss these principles (7 marks)

QUESTION FIVE

You have been assigned to study a business report in an organization where you are employed as a communication executive. In your study you notice that it is a very important tool to the management team of the organization

- a) Define the term Business Report (2 marks)
- b) Explain any Five functions of a business report (10 marks)
- c) Give any Three types of business reports (3 marks)

QUESTION SIX

Your managing director has requested you to prepare a paper which he intends to present at a business communication and information systems seminar. The topic of the paper is; the impact of information systems on performance of small business.

- a) In your paper explain any Seven benefits of using information systems in business (7 marks)
- b) Briefly discuss any Four challenges faced by small businesses in their use of information systems (8 marks)