



KIBABII UNIVERSITY COLLEGE (KIBUCO)

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2014 /2015 ACADEMIC YEAR**

FIRST YEAR FIRST SEMESTER EXAMINATIONS

MAIN EXAMINATION

DIPLOMA

IN

INFORMATION TECHNOLOGY

COURSE CODE: DIT 056

COURSE TITLE: BUSINESS COMMUNICATION

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- COMPULSORY

QUESTION ONE (30 MARKS)

- a) Explain the term 'noise' as used in business communication (1 mark)
- b) Visual communication can be done through the use of television, films, projectors, slides among others. When using the television as a medium of communication, what are some of the important aspects that a television agent should keep in mind? (3 marks)
- c) Explain any three unique features of written communication. (3 marks)
- d) As a human resource manager, you are involved in conducting interviews for recruitment of new staff in your organization. Outline some of the steps that you would take to ensure that the interviews are successful and effective (8 marks)
- e) Explain the reasons why verbal/oral communication is preferred to non-verbal forms of communication such as writing and the use of actions. (6 marks)
- f) What are the common features of a good business report? (9 marks)

SECTION B (40 MARKS)

QUESTION TWO (20 MARKS)

Listening is a skill that needs to be practiced and taken seriously as other communication skills such as speaking and writing. In fact, effective listening should be over-emphasized in business organizations, as most disastrous problems in the organizations are a consequence of poor listening.

Using your experience at KIBUCO,

- a) Expose the good listening habits of students (10 marks)
- b) Expose the bad listening habits practiced by students during lectures (10 marks)

QUESTION THREE (20 MARKS)

- a) The program restructuring committee of KIBUCO has organized a meeting in which some courses on the DIT program are to be removed, yet others are to be adjusted. Among the courses that committee members feel are irrelevant and should be eliminated from the programs is Business Communication because student spends all the lecture time laughing without making any constructive work. As a student of business communication, define it and convince the committee members not to remove it from the DIT programs (10 marks)
- b) Mention and explain the various barriers to effective communication. (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Communication takes place in only 3 ways, i.e. writing, speaking and action. Describe the factors that influence the choice of these methods of communication. (10 marks)

- (b) Suggest some of the important strategies that can be employed by public speakers and presenters in order to deliver effective and persuasive speeches. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Differentiate between the following methods of reading;
- i) Skimming (4 marks)
 - ii) Scanning (4 marks)
- b) Discuss the roles of the chair-person before a committee meeting (7 marks)
- c) Mention any five barriers to reading (5 marks)