



# **KIBABII UNIVERSITY COLLEGE (KIBUCO)**

## **MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2014 /2015 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER EXAMINATIONS**

**MAIN EXAMINATION**

**FOR THE CERTIFICATE**

**IN**

**INFORMATION TECHNOLOGY**

**COURSE CODE:** ITC 016

**COURSE TITLE:** BUSINESS COMMUNICATION

**DATE:** 19<sup>th</sup> JANUARY 2015

**TIME:** 3.00-5.00 p.m.

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**INSTRUCTIONS TO CANDIDATES:**

Answer Question ONE and any other Two Questions

TIME: 2 Hours

## **SECTION ONE (20 MARKS)**

1. (i) Define the following as used in communication (10 marks)
  - a) Sender
  - b) Receiver
  - c) Medium
  - d) Encoding
  - e) Decoding
- ii) State and explain five barriers to effective communication (10 marks)
- iii) Highlight the purpose for which meetings are held (10 marks)

## **SECTION TWO (40 MARKS)**

2. a) What would you do to ensure that you benefit from your lecturers? (10 marks)  
b) Briefly explain five advantages of visual communication (10 marks)
3. a) Why would you prefer to use questionnaires over interviews? (10 marks)  
b) Briefly explain the differences between reports and summaries (10 marks)
4. a) Why do organizations conduct interviews? (10 marks)  
b) State and explain five qualities of a good public relations practitioner (10 marks)