



**KIBABII UNIVERSITY COLLEGE**

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**UNIVERSITY REGULAR EXAMINTIONS**  
**2013/2014 ACADEMIC YEAR**  
**1<sup>ST</sup> YEAR 1<sup>ST</sup> SEMESTER EXAMINATIONS**  
**MAIN EXAM**

**FOR THE CERTIFICATE IN INFORMATION TECHNOLOGY**

**COURSE CODE: ITC 016**

**COURSE TITLE:(BUSINESS COMMUNICATIONS)**

**DATE: 13<sup>TH</sup> MAY, 2014**

**TIME: 2:00P.M. – 4:00P.M.**

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**INSTRUCTIONS TO CANDIDATES:**

Attempt question **ONE (1)** and **ANY TWO (3)** other questions from section B.

## **SECTION A**

**Qn 1**(a) Define oral communication **(2 marks)**

(b) Outline five examples of oral communication **(5 marks)**

(c) Spoken words form a powerful medium for influencing people to accomplish tasks. Give practical examples of how this is possible in the business environment by explaining the power of speech **(4 marks)**

(d) A sender of information should carefully choose the channel to use in sending the intended information to the receiver. What are the factors which would influence this choice?

**(5 marks)**

(e) Explain any four elements of communication **(4 marks)**

(f) Give an illustration of the communication model **(5 marks)**

## **SECTION B**

**Qn 2.** (a) List and explain the advantages of committee meetings **(5 marks)**

(b) As the manager of the Information Technology department at ICT Solutions Company Limited, you are charged with the responsibility of regularly organizing and holding meetings for your department. Discuss some of the factors you would put into consideration in order to ensure that the meetings are very effective. **(10 marks)**

**Qn 3.** (a) What factors should one put into consideration while giving a speech in order for one to 'impress' a listening audience? **(7 marks)**

(b) Define the term 'committee meeting' **(2 marks)**

(c) Mention two major participants in a committee meeting **(2 marks)**

(d) Explain the two major types of committee meetings **(4 marks)**

**Qn 4.** (a) Listening is an art that can be mastered by practice. Suggest any **ten** guidelines that will help students become better listeners in the classroom environment **(10 marks)**

(b) Listening is the most important communication skill in business. Explain **(5 marks)**

**Qn 5.** (a) There are a number of barriers which hinder effective communication in business. Which are these barriers? **(10 marks)**

(b) Give the possible solutions to the barriers **(5 marks)**