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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR  
CERTIFICATE IN BUSINESS MANAGEMENT**

**CBM 003 - BUSINESS COMMUNICATION**

Date: 10<sup>th</sup> August, 2016.

Time: 3.30pm – 5.30pm

**INSTRUCTIONS TO CANDIDATES**

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**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE (30 MARKS)**

- a) Explain what the 7Cs stand for in principles of communication. (10 Marks)
- b) Grapevine is a form of informal communication. Briefly explain four of its disadvantages to employees. (4 Marks)
- c) Briefly explain the following forms of communication as learnt in your business communication class. (8 Marks)
- d) With the help of an illustration, briefly explain the vertical form of communication citing its advantages to the organization. (5 Marks)
- e) Mention any three factors to consider when making a speech/lecture. (3 Marks)

**QUESTION TWO (20 MARKS)**

- a) Mention and explain various types of interviews. (10 Marks)
- b) What are the advantages and disadvantages of a written communication? (10 Marks)

**QUESTION THREE (20 MARKS)**

Listening is the key word in communication. Briefly explain the various skills applied in it.

**QUESTION FOUR (20 MARKS)**

- a) What are the various interview preparation steps that one may need before attending the interview?  
(10 Marks)
- b) As a business communication student, you have been asked to plan for a meeting. How do you go about the planning?  
(10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain various classes of meetings that you studied in your business class.  
(10 Marks)
- b) Explain various types of committee.  
(10 Marks)