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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2016/2017 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER EXAMINATION
FOR THE DEGREE OF BACHELOR OF SCIENCE
(BUSINESS ADMINISTRATION)**

SPECIAL EXAM

Date: 16th August, 2016.
Time: 10.30am – 12.30pm

KBA 302 - BUSINESS COMMUNICATION

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Explain the following terms as used in business communication;
- i) Vertical communication
 - ii) Grapevine communication
 - iii) Communication
 - iv) Memorandum.
- (2 Marks)
- b) By use of a diagram discuss the model of communication process. Highlighting what factors affect each step in the model.
- (15 Marks)
- c) Discuss the effects of technology on business communications.
- (7 Marks)

QUESTION TWO (20 MARKS)

- a) Write a memo to your assistant asking him or her to act in your position for one week which you will be officially away from your work station.
- (15 Marks)
- b) Highlight five barriers that can contribute to ineffective communication in a business set up.
- (5 Marks)

QUESTION THREE (20 MARKS)

- a) You have seen an advertisement in the Daily Nation 10th August 2016, calling for applicants for the position of a marketing officer. Write an application letter applying for that job. (10 Marks)
- b) Explain the different ways of improving perception in business communications. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Explain in details what you understand by the term noise in communication showing at what stage it occurs in the communication process model. (10 Marks)
- b) Discuss in detail five advantages of downward and upward communication. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Highlight the contents of a report. (5 Marks)
- b) Informal communication exists side by side with formal communication. Write the benefits an organization would gain through this form of communication. (15 Marks)