



Kasarani Campus  
Off Thika Road  
Tel. 2042692 / 3  
P. O. Box 49274, 00100  
NAIROBI  
Westlands Campus  
Pamstech House  
Woodvale Grove  
Tel. 4442212  
Fax: 4444175

**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**THIRD YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF SCIENCE**  
**(BUSINESS ADMINISTRATION)**

Date: 10<sup>th</sup> December, 2024  
Time: 8.30am – 10.30am

**KBA 2302 - BUSINESS COMMUNICATION**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE (30 MARKS)**

**CASE STUDY**

**COMMUNICATION CHALLENGES AT UZURI ENTERPRISE LIMITED**

Uzuri Enterprise Limited is a growing manufacturing company based in Nairobi, Kenya, specializing in eco-friendly consumer goods such as biodegradable packaging and reusable household items. With a workforce of over 200 employees and a network of local and international clients, Uzuri has seen rapid growth. However, this expansion has brought about significant communication challenges. The company's diverse workforce includes individuals from different cultural and educational backgrounds, creating potential barriers in understanding and relaying information effectively. Additionally, the team frequently experiences misunderstandings regarding task allocation and project updates due to unclear or delayed communication across departments. Despite adopting various communication platforms like email, instant messaging, and an internal project management tool, employees still struggle with several issues. First, Uzuri faces *information silos* where departments, particularly manufacturing, sales, and logistics, rarely share updates in real-time. This often leads to duplication of efforts or delays in responding to customer needs.

Another challenge is *language barriers* within teams as some employees are more proficient in local dialects than English, leading to occasional misunderstandings. A third issue is the *over-reliance on digital communication* without regular face-to-face meetings, which has diminished team cohesion and weakened interpersonal relationships. Furthermore, Uzuri's employees often face *information overload* as they receive excessive emails, many of which do not concern their work. This flood of information causes important updates to get overlooked, leading to inconsistent task execution. Compounding these issues, *feedback mechanisms* within Uzuri are underutilized. Employees report feeling uncomfortable raising concerns, partly due to fear of being perceived as uncooperative. Lastly, *varying levels of technological literacy* also impede communication, as some employees struggle to navigate the company's digital tools effectively, further slowing down task completion. Uzuri's management recognizes that these communication issues must be resolved to maintain its growth trajectory. They are exploring solutions to create a streamlined, inclusive, and clear communication process within the organization. The company hopes that by addressing these challenges, it can improve collaboration, enhance employee morale, and boost overall productivity. Uzuri has initiated an employee feedback system to understand the root causes of these challenges and identify practical solutions.

**Questions:**

- a) Identify and explain two main communication challenges faced by Uzuri Enterprise Limited. (6 marks)
- b) Discuss how Uzuri's diverse workforce contributes to its communication challenges. (6 marks)
- c) Describe the impact of unclear communication on task performance and productivity at Uzuri. (6 marks)
- d) Explain how employee feedback could help Uzuri address its communication issues. (6 marks)
- e) Describe one strategy Uzuri can use to ensure critical updates are effectively communicated to relevant employees. (6 marks)

**QUESTION TWO (20 MARKS)**

- a) As a business communication student, explain the essential public speaking skills you will require to enhance your public speaking abilities (5 marks)
- b) Explain how cultural differences influence communication in a global business environment (5 marks)
- c) You are the secretary of the KWUSO. You are attending your second meeting after the elections. The main agenda of your meeting today is the rising cases of student indiscipline. There are other three more agendas to be discussed. Five members are present, two members are absent with apology. The Dean of students and the Matron are present in the meeting. Write down the minutes of the meeting. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) You have not been attending lectures for the past three weeks and the matter has been reported to the office of the Academic Registrar. Write an official letter to the office of the Academic Registrar explaining the reasons for missing the classes. (10 Marks)
- b) Explain the advantages of written communication over verbal communication. (5 Marks)
- c) Identify the key steps involved in preparing for a job interview. (5 Marks)

**QUESTION FOUR (20 MARKS)**

- a) As the Academic representative, write a memo to the students informing them of the consequences of missing Continuous Assessment Tests (CATS) (10 Marks)
- b) Non-verbal cues are an important part of business communication. Describe any primary functions of non-verbal behaviour in business communication. (5 Marks)
- c) Using examples, identify communication that flows downwards in an organization (5 Marks)

**QUESTION FIVE (20 MARKS)**

- a) As the student president of KWUSO, you have been invited to give a speech during the orientation exercise of the first years. Prepare a speech on drug abuse and lesbianism and its effect on the university academic and social life (10 marks)
- b) Examine how effective business communication contributes to organizational success (5 Marks)
- c) XYZ LTD has been experiencing a number of challenges due to rumours that spread across the organization. Highlight ways the line managers can use to handle rumours within the workplace. (5 Marks)