



MACHAKOS UNIVERSITY

University Examinations 2017/2018

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

DEPARTMENT OF LINGUISTICS AND LANGUAGES

THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF
COMMERCE

BBA 311: BUSINESS COMMUNICATION

DATE: 19/12/2017

TIME: 8:30 – 10:30 AM

INSTRUCTIONS

This paper has section A and section B. Answer a total of THREE questions. Question one in section A is compulsory=30MARKS. The others will be marked out of 20 marks.

SECTION A: (COMPULSORY)

QUESTION ONE (30 MARKS)

Ability to express oneself powerfully and influence the attitude and behaviour of people, has emerged as a job skill of critical importance for managers / leaders at all levels of management.

Explain how you would use your knowledge of Business Communication to ensure that you achieve all these skills.

- i) Write good correspondence (6 marks)
- ii) Be good in oral conversation (6 marks)
- iii) Develop and cultivate powerful body language (6 marks)
- iv) Be able to sell ideas and products effectively (6 marks)
- v) Be very good in weaning away customers from competitor and retaining them. (6 marks)

SECTION B: ANSWER ANY OTHER TWO QUESTIONS

QUESTION TWO (20 MARKS)

- a) Some members of staff in a large organization have become poor time keepers. They arrive late for work, leave early, and take long lunch breaks. The management has decided to take measures to check and enforce better time keeping. Write a memo to the staff describing the new measures and action to be taken in future against poor time keepers. (10 marks)
- b) Comment on the importance and functions of written letter messaging in any organization. (10 marks)

QUESTION THREE (20 MARKS)

You are the CEO of BACO Ltd. The organization plans to recruit a number of employees to fill newly created positions. Briefly explain some of the effective interview handling skills you would employ as one of the interviewers and what you would expect of the interviewees.

(20 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss any FOUR modes of Communication. (8 marks)
- b) Discuss the main purposes of communication in business. (12 marks)

QUESTION FIVE (20 MARKS)

- a) Communication is necessary for problem solving and decision making in any organization. Write a report you intend to submit to the manager explaining a crisis in the company and the decisions you have made as the head of department. (10 marks)
- b) Write a recommendation letter for an employee from your company who has applied for a managerial position in another prominent company (10 marks)