



**EAST AFRICAN SCHOOL OF AVIATION EXAMINATION**

**END OF TERM TWO 2020**

**DIPLOMA IN AIRPORT OPERATIONS MANAGEMENT**

**DAO 20 :BUSINESS COMMUNICATION**

**Duration: 3 HRS**

**DAY/DATE:**

**TIME:**

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**INSTRUCTION TO CANDIDATES**

*You should have the following for this examination:*

*Answer booklet;*

*Maximum marks for each part of a question are as shown*

**Answer Question One and Any other Three Questions (70 marks )**

**Question one (25 Marks)**

- a. There has been rampant loss of text books in the school library where you work. The School Director has appointed you to lead a committee to establish reasons for the losses.

Write a detailed report of your findings and include your recommendations.

(10 marks )

- b. Explain five uses of a reports in a business organization ( 5 marks)

- c. Citing relevant examples, describe two major types of reports ( 5 marks)

- d. Explain five C's of effective communication ( 5 marks)

**Question two**

- a. Briefly describe the communication process ( 5 marks)

- b. Explain five barriers to effective communication and ways to eliminate such barriers (10 marks)

**Question three**

- a. You are the secretary of the wildlife club in your college. The club held a quarterly meeting on 10<sup>th</sup> March 2020 at Moi hall. The following were the issues discussed:

- i. Terms activities
- ii. Election of officials

Write the minutes of the meeting (10 marks)

- b. Highlight five roles of a participant in a meeting (5 marks)

### **Question four**

- a. Highlight five situations when downward communication is applicable (5 marks)
  
- b. Imagine you are the head of examination department of EASA. Write a memo to all the students reminding them to register for the end of semester one examination before the set deadline (10 marks)

### **Question five**

- a. Assuming that Safaricom PLC has advertised in the local Daily Nation Newspaper for a position of manager in the Business Development section and you qualify for post. Formulate a good CV with an application letter that you forward to the CEO for consideration of the post (10 marks)
  
- b. Suppose you are invited for an interview related with the above post, how do you prepare for the interview (5 marks)