



MUEO

MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR
(ACADEMICS, RESEARCH & EXTENSION)

UNIVERSITY EXAMINATIONS 2022/2023 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

COURSE CODE: SBE 104

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 12TH APRIL, 2023

TIME: 2.00 P.M. – 5.00 P.M.

INSTRUCTION TO CANDIDATES

- SEE INSIDE.

THIS PAPER CONSISTS OF (3) PRINTED PAGES

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SBE 104/HRD 102: BUSINESS COMMUNICATION

END OF SEMESTER EXAMINATION

INSTRUCTIONS: ANSWER QUESTION ONE WHICH IS COMPULSORY AND ANY OTHER THREE QUESTIONS

QUESTION ONE; Read the following case and answer the questions that follow.

Barry the manager

Barry is a 27-year old who is a foodservice manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years old to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many, English is not their primary language. Barry is ServSafe® certified and tries his best to keep up with food safety issues in the kitchen but he admits it's not easy. Employees receive "on the job training" about food safety basics (for example, appropriate hygiene and handwashing, time/temperature, and cleaning and sanitizing). But with high turnover of employees, training is often rushed and some new employees are put right into the job without training if it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food safety outbreak were ever linked to their restaurant; it would likely put them out of business. Still, the owners note there are additional costs for training and making sure food is handled safely.

One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going well at home and he was lucky to rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car the previous evening. When he walks into the kitchen he notices several trays of uncooked meat sitting out in the kitchen area. It appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practice food safety. Barry has taken many efforts to get employees to be safe in how they handle food. He has huge signs posted all over the kitchen with these words: KEEP HOT FOOD HOT AND COLD FOOD COLD and WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Hand sinks, soap, and paper towels are available for employees so that they are encouraged to wash their hands frequently.

Questions:

- i. What are the communication challenges and barriers Barry faces? **(8marks)**
- ii. What solutions might Barry consider in addressing each of these challenges and barriers? **(8marks)**

- iii. What Standard Operating Procedures (SOPs) would be helpful for Barry to implement and enforce? **(5marks)**
- iv. What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices? **(4marks)**

QUESTION TWO

- i. Communication simply means exchange of ideas & information between two persons. You are required to describe the components of a communication model, stating the role of each component in making communication effective **(7marks)**
- ii. Nonverbal communication means communication without the use of language or words. In line with this statement, highlight the role of nonverbal communication **(8marks)**

QUESTIONS THREE

- i. During your business career you will be required to make a variety of oral presentations. Explain therefore the principles of effective public speaking **(6marks)**
- ii. Explain the importance of the following:
 - a. Report writing **(3 marks)**
 - b. Staff meetings **(3 marks)**
 - c. Memo writing **(3 marks)**

QUESTION FOUR

Write a request letter as the manager of Jambo Company for the supply of electrical equipment from Moto Moto Electricals explaining why you were unable to pay for the past supplies and what you intend to do to revive the cordial relationship that existed between your company and them. **(15 marks)**

QUESTION FIVE

- i. Discuss the seven C's in Business communication which guide effective Business writing **(7marks)**
- ii. Describe the main differences between oral and written communication **(8marks)**

QUESTION SIX

- i. Oral and written communication vary in a myriad of ways, discuss. **(8marks)**
- ii. Managerial communication is a function which helps managers communicate with each other as well as with employees within the organization. Highlight the applicability of this statement in an organizational setting **(7marks)**