



MUEO

# MOI UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR, ACADEMIC AFFAIRS,  
RESEARCH & EXTENSION

## UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR

END OF SEMESTER EXAMINATIONS

FOR THE DEGREE OF  
BACHELOR OF BUSINESS MANAGEMENT

EXAM CODE:- SBE 104

COURSE TITLE:- BUSINESS COMMUNICATION

DATE:- 15<sup>TH</sup> DECEMBER, 2016 TIME:- 2.00P.M – 5.00P.M.

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INSTRUCTION TO CANDIDATES

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## SBE 104: BUSINESS COMMUNICATION

### MAIN EXAMINATION

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

**QUESTION ONE: COMPULSORY (25 marks)**

**Raw deal in the Company & illegal Strike in Walmart Chain of Stores**

Assuming you are the Managing Director of WalMart chain of stores, the business has been going on well for the past five years with the company registering performance of over fifty percent last year. The employees were proud of the sterling performance and each employee was expecting a salary increase and promotion among others as way of compensation from the company which was never was. In the following year, the performance started dropping some employees started to turn against the company, other employees started defrauding the company while others decided to be absent from duty. The employees decided to solve the problem by going on strike despite the industrial court warning. The employees demanded an increase in salary, commuting allowance and better working conditions (health and safety measures) among others. The employees attributed their complaints to high prices of essential commodities due to inflation which is as a result of global recession yet the company was making some profits hence the company was not considering an increase in wages. Their current wages cannot sustain them adequately and no efforts are made by the company to neither review their wages nor ensure their health issues and protection in work place was addressed.

- a) Assuming you are the manager of the company's welfare Association. Write a brief report to the managing Director of WalMart chain of stores the about the situation  
(10 marks)
- b) Write a letter to the engineers or ring leaders of the strike to show cause why disciplinary action cannot be taken against them for the illegal action.  
(5 marks)
- c) Write a letter of dismissal to the Union general organizing secretary for organizing the strike despite the industrial court ruling  
(5marks)
- d) Write a memorandum to all employees who participated in the strike of the consequences of engaging in the strike again in future.  
(5 marks)

### QUESTION TWO

- a) Business communication takes place internally and externally in any organization. With relevant examples, explain the importance of communication in business management.  
(7 marks)



b) Communication is a dynamic interactive process. Suggest ways in which the sender and the receiver can actively and consciously participate in the communication process to make it effective. **(8 marks)**

### **QUESTION THREE**

a) Your company recently purchased water dispensing machine from Walmart distributor's Ltd. P.o.Box. 2003-000 New York, USA. Since installation it has repeatedly broken down, and your company has no alternative means of providing for water. As an office manager of your company, write a letter of complaint with suitable letterhead and preferred layout style. **(8marks)**

b) Using relevant examples discuss the basic tenets of effective business communication.

**(7marks)**

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### **QUESTION FOUR**

Assume that you have been invited to attend an interview for the post of Managing Director in Raddison Co-operative Society:

- a) Outline five items you would require to carry out before the interview **(5mks)**
- b) Describe five ways of how you would conduct yourself during the interview. **(5 marks)**
- c) Formulate a good CV with an application letter to be forwarded to the Board of management of Cooperative Society. **(5mks)**

### **QUESTION FIVE**

a) Effective Communication takes place internally and externally in organizations in different forms. Using the following explain how this happen in an organization of your own choice (give relevant examples)

- i. Vertical Communication.
- ii. Horizontal Communication.
- iii. Diagonal Communication. **(10 marks)**

b) Reflecting on business organization of your choice, Discuss the factors which may influence business communication in the internal and external environment of the Organization. Use appropriate examples. **(5marks)**

### **QUESTION SIX**

Bayer and Bayer Company has been named company of the year COMESA the CEO, Mr. Cithu Muthai, walked away with the CEO of the year While Mr. Bimji Rawal brought home the manager of the year trophy. As the company CEO, call for a meeting inviting all the staff to convey good will message about the excellent business performance of the company

**(10 marks)**

b) Ruzenat International Company Firefighting Department has lost one of the employees in the course of performing his duty. As a manager in this organization explain how you will deliver this devastating message to the next of kin and the entire employees in the organization.

**(5 marks)**

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