



MUEO

MOI UNIVERSITY

OFFICE OF THE DVC ACADEMIC AFFAIRS, RESEARCH AND EXTENSION

UNIVERSITY EXAMINATIONS

2014/2015 ACADEMIC YEAR

FIRST YEAR END OF SEMESTER EXAMINATIONS

FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT

EXAM CODE: SBE 104

EXAM TITLE: BUSINESS COMMUNICATION

DATE: 13TH APRIL, 2015

TIME: 9.00 A.M.–12.00 NOON.

INSTRUCTION TO CANDIDATES

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MAIN EXAM

INSTRUCTIONS:-

- Answer Question **ONE** and any other **THREE** questions.
 - Question **ONE** carries **25 Marks**
 - Time allowed: **3 hours**
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QUESTION ONE

Business at BUZORI SUGAR COMPANY came to a standstill after the employees went on strike despite warning by industrial court of illegal strike. The employees demanded the provision of company bus for transport or, increase in commuting allowance, increase in wages, time off after working for long hours, overtime pay, availability of medical scheme for all employees, lack of open door policy and poor 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. Their current wages cannot sustain them adequately, the commuting allowances couldn't sustain their transport to and from work stations. employees health was not taken care off at all and no efforts was made by the company to review their wages nor ensure their health issues and protection in work place are addressed.

- a) Assuming you are the manager of the company's welfare Association .Write a brief report to the managing Director of the BUZORI SUGAR COMPANY about the situation.(5 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 (3 marks)
- d) Write a memorandum to all employees who participated in the strike of the consequences of engaging in the strike again in future. (2 marks)

QUESTION TWO

a) Assume that you are a Chief Executive officer of Nebraska International Company, write a MEMO To all managers alerting them on the known corruption practices that they should look out for during delivery of service to the customers, suppliers and other stakeholders. Circulate the memo to all relevant offices of the company. Use appropriate format

(7 marks)

b) Business letters go in out of the business organizations as the organizations needs to keep in touch with the world outside. Explain in your own words the essentials of a good business letter

(8 marks)

QUESTION THREE

a) Business communication consists of two perspectives-internal and external communications. With relevant examples, how effective communication takes place in internal and external business environments in Kenya.

(8 marks)

b) In any business organization set up both oral and written forms of communication take place. With examples explain how this happen in an organization of your own choice.

(7marks)

QUESTION FOUR

a) Reflecting on tenets of communication explain how the **seven C's** and **eight S,s** are used by both employees and management when communicating in an organizational set up.

(10 marks)

b) Carlifornia International Business Company requires assorted stationary for office use. As an Assistant Manager place an order with your supplier. Design an appropriate letterhead and use fully- blocked style

(5 marks)

QUESTION FIVE

a) JOVENA CLUB 2015 has successfully completed annual business innovation meeting .As the secretary to the club, explain how you will organize the short report that you will prepare.

(7 marks)

b) Explain briefly the importance of writing minutes

(3 marks)

c) The agenda of the meeting included the following:

(i) Selection of new officials

(ii) Strategic plans for 2015

(iii) Financial report

Write the minutes of the meeting

(5 marks)

a) With business organization of your choice, Discuss the factors which may influence business communication. Use appropriate examples.

(8 marks)

QUESTION SIX

a) RADISSON International Company has been named company of the year by Kenya Bureau of standards. The CEO, Mr Kaushir Shah, walked away with the CEO of the year While Rajat Rannjan 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.

(8 marks)

b) A colleague MR Noel in place of work has lost all his property through fire break out. You have just received the bad news. Explain how you will deliver the devastating or negative news to him.

(7 marks)

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