



MUEO

**MOI UNIVERSITY**

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

**COURSE TITLE:- BUSINESS COMMUNICATION**

**DATE:- 30<sup>TH</sup> NOVEMBER, 2015**

**TIME:- 9.00A.M. – 12.00NOON.**

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**INSTRUCTION TO CANDIDATES**

➤ **SEE INSIDE.**

**THIS PAPER CONSISTS OF (2) PRINTED PAGES**

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

**QUESTION ONE COMPULSORY (25 marks)**

*Read the passage and answer the Questions that follow.*

**COMMUNICATION DEADLOCK**

Komoro International Company has been in operation since inception in 1985. The Company has been registering sterling performance until January 2015 when the company's profits started declining. This was a result of employees staging a go slow in their place of work. The problem has been going on for almost one month without the management knowledge. The managers started having crucial meetings over the declining profits with little attention on the employees go slow.. Little did they know that the company had been paralyzed after the employees finally went on strike despite industrial court warning on the illegal strike. The employees took a while to communicate their grievances but notified the their Trade Union of unbearable working conditions ,too much work and underpayment. Later they disclosed their complaints to some managers the reasons ,as attributed to poor working conditions, no health and safety measures was put in place in the work place for the employees, commuting and strenuous allowance had not been reviewed for a long time. Their wages had not been reviewed as well. Employees were working for long hours without proper compensation.

However there has be no communication between the management and the employees on the matter. Generally most employees attributed their problem to high prices of essential commodities due to inflation as a result of Global recession. The current wages could not sustain their needs and the management had their own salaries improved and ignoring their employees.

The strike affected the profits drastically, as no many sales were done during the period. Some employees decided to leave the company, others decided to keep vigil of what next step to be taken or reaction from management .The management was totally confused of where to start in solving the employees problem .

**QUESTIONS**

a) Assuming you are the manager of Komoro International Company's welfare Association, write a brief report to the Managing Director of Komoro about the situation facing the employees.

**(8marks)**

b) Write a letter to the engineers or ring leaders of the strike to show course why disciplinary action cannot be taken against them for the illegal strike staged. **(6 marks)**

c) write a letter of dismissal to Union General Organizing Secretary for organizing the strike despite the industrial court ruling. **(6 marks)**

d) Write a memorandum to all employees who participated in the strike of the consequences of engaging in the strike again in future. **(6 marks)**

## QUESTION TWO

a) Effective Communication takes place in internal and external business environment .With relevant examples explain how this happen in Kenyan business Environment **(10 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. **(5 marks)**

## QUESTION THREE

Managers make proposals and non academic reports concerning their targets, performance, sourcing funds or purchase of additional equipments and others in Business Organizations.

(a) Briefly outline the report and proposal writing processes. **(8 marks)**

(b) Explain why these are very important in any business organization of your choice **(7 marks)**

## QUESTION FOUR

a) 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. **(6marks)**

b) Explain fully the distinct directions of communication using the different forms within an organization of your choice **(5 marks)**

c) Explain the verbal communication styles in a business organization set up. **(4marks)**

## QUESTION FIVE

a) Assuming you are the Managing Director of Nebraska Logistics Company limited .You are impressed with the end of the year performance results .Write a message of goodwill to all

employees appreciating and congratulating them for the contribution towards sterling performance. **(7 marks)**

b) Consani Suppliers Company Limited was prequalified as one of the companies supplying to County Government of Uasin Gishu. As a procurement officer write a letter to Consani Suppliers Company LTD, that the company has been awarded a contract to supply Assorted stationeries with specs. (use fully blocked style letter) **(8 marks)**

**QUESTION SIX**

Laps tine International Company has successfully held the annual business Entrepreneurship Summit. As the secretary explain how you will organize the short report that you will prepare **(4 marks)**

b) Explain the importance of writing minutes in meeting **(4 marks)**

c) The agenda of the meeting included the following:

- i) Selections of the new office bearers
- ii) Strategies of improving SMes
- III) Financial Report

Write the minutes of the meeting **(7 marks)**

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