



MUEO

MOI UNIVERSITY

OFFICE OF THE CHIEF ACADEMIC OFFICER

UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR

FIRST YEAR END OF SEMESTER II EXAMINATIONS

**FOR THE DEGREE OF
BACHELOR OF BUSINESS MANAGEMENT**

EXAM CODE:- SBE 101

COURSE TITLE:- BUSINESS COMMUNICATION

DATE:- 24TH JUNE, 2013

TIME:- 9.00A.M. - 12.00 NOON.

INSTRUCTION TO CANDIDATES

➤ **SEE INSIDE.**

THIS PAPER CONSISTS OF (2) PRINTED PAGES

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SBE 101: BUSINESS COMMUNICATION

INSTRUCTIONS: Answer question **ONE** and any other **THREE** questions in part

QUESTION ONE

Read the case study below and answer the questions provided.

ILLEGAL STRIKE

Employees of Signon company Limited went on strike because of poor working conditions in the company despite the ruling by the Industrial court of unlawful industrial action on May 15th 2013. The incident occurred after a written warning letter released by the employees three months ago on the need of better working conditions. The issues employees complained about were poor wages, lack of protective garments, long working hours without payment of extraneous allowance, lack of time offs lack of health and safety kits, failure of management to recognize the employees union among others. The employees involved in the strike were middle level and lower cadre employees who are not permanent and pensionable. Some employees left the company, others demanded to be addressed by the management of the company. A group of employees decided to seek legal advice; however some did not support the idea, while others threatened to leave the company completely as they believed the company has ignored to address their grievances.

- a) As chairman of the staff union using the hallmarks of a good report write a brief report to the managing director of the company about the incident to reach him not later than 4th June 2013
(10 marks)
- b) Write a letter to the ring leaders of the strike inviting them for a disciplinary session on July 30th 2013.
(5 marks)
- c) As the chairman of the union explain the way forward for this problem. **(5 marks)**
- d) Write a warning letter to the employees involved of dire consequences should they participate in the strike again in future.
(5 marks)

QUESTION TWO

Following an advertisement of the position of a marketing manager which appeared in the local daily news paper dated 10th March, 2013. As an interested potential applicant, place an application to MD, Kenya Ports Authority, Box 30100-243 Nairobi, to reach him not later than 14th June 2013. Indicating your education, Qualification, experience among others. Use block style format

(15 marks)

QUESTION THREE

The purpose of persuasion and sales messages are mainly to persuade a certain audience into making a decision or satisfying a need that is fabricated and does not really exist.

- a) Briefly explain appropriate ways which should be followed when developing /writing persuasive and sales messages in a business environment. Give relevant examples **(8 marks)**
- b) Effective communication is essential in both internal and external environment. With relevant examples explain by illustrating how this happen in a business organization **(7marks)**

QUESTION FOUR

- a) Compare and contrast the effectiveness of oral and written communication in a business organization of your choice**(8 marks)**
- b) Communication can be effective if the receiver receive the message in the same form and context as it is sent by the sender. Briefly explain the tenets of effective communication **(7 marks)**

QUESTION 5

Cosmopolitan Managers with desire and skill to conduct business in new international markets and manage workforce diversity are usually confronted by challenges created by differences in communication.

- a)With relevant examples ,discuss the barriers to effective intercultural communication **(8 marks)**
- b) Prepare a presentation outline to Cosmopolitan Manager who is willing to learn about how to overcome the intercultural barriers. **(7 marks)**

QUESTION SIX

- a) Mayani Technical College wishes to purchase uniforms for their employees. As a Manager,place an order for the uniforms for their employees. Design an appropriate letterhead and use fully-blocked style with open punctuation. **(7 marks)**
- b) “Advancement in technology has enhanced Business Communication today “Discuss the statement with examples. **(8 marks)**