



MOI UNIVERSITY

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

UNIVERSITY EXAMINATIONS 2013/2014 ACADEMIC YEAR

FIRST YEAR END OF SEMESTER I/II EXAMINATIONS

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

EXAM CODE:- SBE 101

COURSE TITLE:- BUSINESS COMMUNICATION

DATE:- 11TH FEBRUARY, 2014 TIME:- 2.00P.M. - 5.00 P.M.

INSTRUCTION TO CANDIDATES

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SBE 101: BUSINESS COMMUNICATION

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

PART A: COMPULSORY

Read the case below and answer the questions provided.

STALE MATE AT KIBINGO COMPANY LIMITED

Traditionally operations at Kibingo Company have been conducted by managers smoothly as a result of consultative approach in several meetings held occasionally. Nelson Scott a relatively new General Manager has been feeling the meetings were too many and time consuming with little implementation of some deliberations. While there were five middle level meetings held twice a week on average, the General Manager has reduced them to one brief every Monday. In addition he intends to cut the operations cost by 25 per cent. The manager has increased productivity by a similar percentage. Within months, six middle managers as well as 21 floor shop workers have left the company. The rate of absenteeism among workers has increased and the volume of defective products in the production line has gone up. The General Manager has also noticed a new habit of workers in small groups talking in low tones during breaks.

- a) As the operations manager, you have been asked by the board of directors to investigate the state of affairs at Kibingo Company limited and give a report about the situation. Assuming you have completed investigation, write a report about the situation. **(10 marks)**
- b) Outline the roles of meetings in business organizations **(5 marks)**
- c) Explain the advantages and disadvantages of a meeting **(10 marks)**

PART B

ANSWER ANY THREE QUESTIONS FROM THIS SECTION

QUESTION TWO

Individuals that follow the communication process will have the opportunity to become more productive in every aspect of their profession.

- a). Support the above statement by highlighting the importance of communication process in a business organization set-up. **(8 marks)**
- b). Using an appropriate communication framework, discuss in your own words, what you understand by the term communication process. **(7 marks)**

QUESTION THREE

- a) Explain with examples how tenets of effective communication are used in business organization give relevant examples. **(5 marks)**
- b) Business correspondence takes place in organizations most times, with examples give a brief account of the following: (a) Routine letters (b) Good will Messages (c) Routine Memos (d) E-mail Messages. **(10 marks)**

QUESTION FOUR

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

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

QUESTION FIVE

a). Price and Waterhouse Company advertise a vacancy for a MANAGER in Kenya water and Sanitation Services in The standard daily dated 24th December, 2013. Potential candidates are required to apply for the Job indicating the Qualifications and experience, among other details.

Prepare the resume and forward your application to the MD, BOX 35362, NAIROBI, to reach him /her by 23rd February, 2014. (Use fully blocks style). **(8 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. **(7 marks)**

QUESTION SIX

a) Explain the steps you would take in the delivery of an Oral presentation to connect fully with the audience and hold their attention to the end of your presentation. **(8 marks)**

b) Suggest steps that management can take to reduce the influence of grapevine in an organization. **(7 marks)**

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