



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2018/2019 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS CERTIFICATE IN BUSINESS MANAGEMENT

COURSE CODE: CBM 03

COURSE TITLE: BUSINESS COMMUNICATION

DATE : 17TH APRIL 2019

TIME : 0830 -1030HRS

INSTRUCTIONS TO CANDIDATES

Answer questions **ONE** and any other **THREE** questions.

QUESTION ONE (25 MARKS)

- a) What do you understand by the terms
 - i) Business (3 marks)
 - ii) Communication (2 marks)
- b) Explain the communication theory applied in the business workplace. (5 marks)
- c) Explain the factors that determine the nature of communication in a business environment. (10 marks)
- d) Describe the aims of communication in a business organization. (5 marks)

QUESTION TWO (15 MARKS)

- a) Explain the barriers to effective communication in an organization. (10 marks)
- b) Explain the purpose of the following tools of communication in procurement department: Orders, Quotations, and Catalogues and who are the communicators using them. (5 marks)

QUESTION THREE (15 MARKS)

- a) Explain the three major steps of the writing process in communication. (5 marks)
- b) Describe the factors that determine the nature of business communication. (10 marks)

QUESTION FOUR (15 MARKS)

- a) Explain the components of a Short Structured Business Report. (5 marks)
- b) Identify the benefits of effective communication in any business organizations. (10 marks)

QUESTION FIVE (15 MARKS)

Explain five sources of information, Identifying the channel and tool of communication in the workplace.

(15 marks)

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