



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATION 2023/2024 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER**

### **SCHOOL OF BUSINESS AND ECONOMICS DIPLOMA IN BUSINESS MANAGEMENT**

#### **COURSE CODE: DBM 06 COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: 11/12/2023**

**TIME: 1430-1630 HRS**

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#### **INSTRUCTIONS TO CANDIDATES**

1. Answer question **ONE** and any other **THREE** questions
2. Do not forget to write your registration number

*This paper consists of a printed page. Please turn over.*

### **QUESTION ONE**

- a) Examine the noteworthy consequences of Information Technology (IT) on communication dynamics within an organization. **(15 marks)**
- b) Explore five unconventional approaches to navigating obstacles that sometimes arise in the realm of communication effectiveness. **(10 marks)**

### **QUESTION TWO**

- a) Unpack the intricate components and stages entailed in the process of composing business reports. **(15marks)**

### **QUESTION THREE**

- a) Examine the frequently encountered impediments that may hinder the attainment of efficient communication. **(10 marks)**
- b) Describe the characteristics that define communication as being proficient and impactful. **(5 marks)**

### **QUESTION FOUR**

- a) Examine the prevailing instruments of interaction and provide pertinent instances for each in the realm of communication. **(15marks)**

### **QUESTION FIVE**

- a) Highlight five distinctions that set apart the dynamics of formal and informal communication from an analytical perspective. **(10marks)**
- b) Engage in an exploration of various forms of communicative expressions. **(5marks)**

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