



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS 2021/2022 ACADEMIC YEAR FIRST YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS CERTIFICATE IN BUSINESS MANAGEMENT

COURSE CODE: CBM 003

**COURSE TITLE: INTRODUCTION TO BUSINESS
COMMUNICATION**

DATE: 28TH MARCH, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE** and any other **TWO** questions

QUESTION ONE (COMPULSORY) (30 MARKS)

- a) Define the following terms as used in Business Communication:
- i. Communication (2marks)
 - ii. Horizontal communication (2marks)
 - iii. Vertical communication (2marks)
- b) By the use of a well labeled diagram illustrate the communication process (8 marks)
- c) Discuss briefly **Any Six Essential** elements of effective communication (6 marks)
- d) Discuss **Any Five Reasons** why effective communication is important in any business organization. (10 marks)

QUESTION TWO (15 MARKS)

- a) Highlight **Any Five Reasons** why mobile phones have become so popular today (5 marks)
- b) Discuss **Any Five Barriers** to effective written communication in a business organization (10 marks)

QUESTION THREE (15 MARKS)

- a) State **Any Five Advantages** of Audio -visual communication (5marks)
- b) Discuss **Any Five Important** factors to consider when choosing a means of communication (10marks)

QUESTION FOUR (15 MARKS)

- a) Non-verbal communication employs gestures and body language. Highlight **Any Five Elements** that account for the 55% of a message with relevant examples. (5 marks)
- b) Discuss **Any Five Reasons** why an organization like Maasai Mara University would prefer to use written communication instead of verbal communication (10 marks)

/////END/////