



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER**

**SCHOOL OF ARTS, HUMANITIES SOCIAL
SCIENCES & CREATIVE INDUSTRIES
BACHELOR OF ARTS IN LANGUAGE AND
COMMUNICATION (CORPORATE
COMMUNICATION)**

**COURSE CODE: LAC 4217
COURSE TITLE: BUSINESS PROTOCOL AND
COMMUNICATION**

DATE: 20/4/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

- Question One is Compulsory
- Answer Any Other

QUESTION ONE

a) Using appropriate illustrations from the corporate world explain the following concepts:

- i. Business etiquette
- ii. Business protocol
- iii. Diplomatic protocol

[6 Marks]

b) Explain the importance of business etiquette using appropriate illustrations.

[4 Marks]

c) Discuss five etiquette approaches that contribute to successful networking.

[10 Marks]

QUESTION TWO

Discuss the three-step process of an effective handshake and the four levels of conversation thereafter.

[20 Marks]

QUESTION THREE

Using appropriate illustrations, discuss business email etiquette.

[20 Marks]

QUESTION FOUR

Discuss five business protocol approaches that can enhance personal and organizational image.

[20 Marks]

QUESTION FIVE

Using appropriate illustrations from various countries, discuss international etiquette and diplomacy.

[20 Marks]

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