



(University of Choice)

MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

UNIVERSITY EXAMINATIONS (SUPP)

2015/2016 ACADEMIC YEAR

FIRST YEAR, FIRST SEMESTER

FOR THE DEGREE

OF

BACHELOR OF COMMERCE

COURSE CODE: BCB 212

COURSE TITLE: BUSINESS COMMUNICATIONS

DATE: WEDNESDAY, 17TH AUGUST 2016

TIME: 9.00-11.00AM

INSTRUCTIONS TO CANDIDATES

Answer **QUESTION ONE** and **any other Two**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 3 Printed Pages. Please Turn Over.

QUESTION ONE

- a) You are the sales representative of Msoto business centre Kakamega branch, a company that deals in fast food, you have been criticized recently for decline in sales of Msoto products. The cost of your products is very high and as a result there is a lot of complains from the consumers and competition from other businesses is fierce, you are also receiving complains that there is delay in distribution of the ordered products. Write a report to your manager Mr. Nzavai explaining the reasons for fall in orders suggesting solution to the problem at hand (13 Marks)
- b) During communication there are interruptions that causes communication breakdown, discuss the interruption and suggest ways to overcome them. (7 Marks)
- c) Explain any five benefits that a business institution can derive from the use of modern technology in communication. (5 Marks)
- d) Outline the advantages that oral communication has compared to all other forms of communication (5 marks)

QUESTION TWO

- a) Using a well-labeled diagram, describe communication process. (10 Marks)
- b) Explain the importance of communication in an organization setting. (10 Marks)

QUESTION THREE

a) Mr. Aluda a Second year student in MMUST has a fee overpayment. He makes a verbal communication with the finance officer who transfers him to the student finance in charge officer for assistance. On reaching student finance, the officer in charge orders him to get a written authority from the finance officer. From this context what are the advantages of written communication over verbal communication (10 Marks)

b) Outline six advantages to an organization that uses visual communication (10 marks)

QUESTION FOUR

- (a) Explain the features that should be displayed in the minutes of any meeting (10 marks)
- (b) Discuss the principles that make business communication effective. (10 marks)

QUESTION FIVE

- a) You are in charge of employee's safety at your workstation; write a notice reminder to the office employees on the danger of being careless in the use of electrical equipments (10 Marks)
- b) Mr. Dan a friend of yours runs a small-scale business does not clearly understand how to write a formal report. He comes to seek explanation on the same from you. Critically explain the key elements of a formal report. (10 Marks)