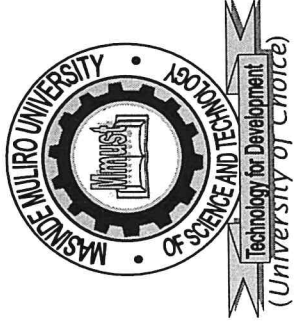


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**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY**

(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND SEMESTER EXAMINATIONS

FOR THE DIPLOMA

IN

INFORMATION TECHNOLOGY

COURSE CODE: DIT 056

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 22/04/2022

TIME: 12PM - 2PM

INSTRUCTIONS TO CANDIDATES

Answer **Question ONE (1)** and any other **TWO**

TIME: 1 Hour 30 Minutes

MMUST observes **ZERO** tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over.

QUESTION ONE (24 MARKS) – COMPULSORY

- a) Define the term verbal communication? **(2 marks)**
- b) Many businesses now expect their employees to work from home and go to the office only occasionally. Explain **five (5)** ways how Information Technology can be of help with this mode of working. **(10 marks)**
- C) Explain six (6) features of communication as used in business outlining their examples **(12 marks)**

QUESTION TWO (18 MARKS)

- a) Discuss four (4) types of reading skills as used in communication skills. **(8 marks)**
- b) Explain five (5) reasons why listening between the audience and the speaker is important. **(10 marks)**

QUESTION THREE (18 MARKS)

Mr. Shem Matata is an employee in Marketing Department at Kawaida Ltd. Mr. Shem Matata been alleged to have been involved in a strike which took place recently in the company.

- a) Write to Mr. Shem Matata seeking his explanation on the role he may have played in the strike. **(8 Marks)**
- b) Outline features of the type of your correspondence to Mr. Shem Matata. **(10 Marks)**

QUESTION FOUR (18 MARKS)

- a) Mr. Mkubwa the CEO of Wananchi Explorers Ltd prefers using oral communication as a major method of communicating important information in the company. Explain five (5) merits and five (5) demerits of Mr. Mkubwa preferred choice of communication method. **(10 Marks)**
- b) Explain four (4) elements of business communication used in organizations **(8 Marks)**

QUESTION FIVE (18 MARKS)

- a. Write short notes on the following types of interviews:
 - i) Orientation interview **(2 Marks)**
 - ii) Employment interview **(2 Marks)**
 - iii) Behavioral interviews **(2 Marks)**
 - iv) Exit interview **(2 Marks)**
- b. Discuss five (5) qualities of effective communication **(10 Marks)**