



**MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**(MMUST)**

**MAIN**

**UNIVERSITY MAIN EXAMINATIONS**

**2021 /2022 ACADEMIC YEAR**

**FIRST YEAR SEMESTER ONE EXAMINATION**

**FOR**

**DIPLOMA**

**IN**

**BUSINESS ADMINISTRATIONS AND MANagements SCIENCE**

**COURSE CODE: DBA 104**

**COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: TUESDAY, 26<sup>TH</sup> JULY 2022      TIME:8:00 - 10: 00AM**

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### **INSTRUCTIONS TO CANDIDATES**

Answer QUESTION ONE and any OTHER TWO questions.  
Do not write anything on this paper.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This paper consist of two printed pages. Please turn over

## SECTION A

### QUESTIONS ONE (30 marks)

- a) We have all had bosses, and other so-called leaders who were not effective communicators. Discuss the impact a "boss" who is a poor communicator has on employees and the organization as a whole **[5marks]**
- b) Highlight features of effective business writings **[4marks]**
- c) Briefly discuss types of listening **[4marks]**
- d) Write short notes on the following, as used in business communications
  - i. Horizontal communications
  - ii. Filtering
  - iii. Grapevine
  - iv. jargon
  - v. Meeting
  - vi. Video-conferencing **[12marks]**
- e) Briefly list 10 Elements structure of a letter **[5marks]**

## SECTION B [40 MARKS]

Answer ANY TWO questions from this Section.

### QUESTIONS Two

- a) What is business communication? Discuss different ways of overcoming business communication barriers in an organizations **[12 marks]**
- b) What qualities make any form of written communication effective **[8marks]**

### QUESTIONS .THREE

- a) Discuss the role of effective business communication within and outside the organizations **[10marks]**
- b) Communications is a two-way process of exchanging ideas or information between two human beings. Explain this statement with the help of diagram **[10marks]**

### QUESTIONS FOUR

- a) Identify and explain responsibilities of a good listener. **[10marks]**
- b) Discuss various legal aspect in Business communication **[10marks]**

### QUESTIONS FIVE

- a) Briefly outline different trends of business communication in an organization **[8marks]**
- b) Discuss different categories of non-verbal communications and explain their importance in communication process with suitable examples **[12marks]**