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*(University of Choice)*

**MASINDE MULIRO UNIVERSITY OF SCIENCE AND  
TECHNOLOGY (MMUST)**

**UNIVERSITY SPECIAL / SUPPLEMENTARY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**FIRST YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE**

**OF  
BACHELOR OF COMMERCE**

**COURSE CODE: BCB 108**

**COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: TUESDAY, 2<sup>ND</sup> AUGUST 2022      TIME: 8:00 – 10:00AM**

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**INSTRUCTIONS TO CANDIDATES**

- 1. ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**
- 2. DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

**TIME: 2 HOURS**

**MMUST observes ZERO tolerance to examination cheating** ►

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

## **QUESTION ONE**

Dominion is a limited liability security company in Kakamega County. The company provides security services such as guarding, cash in transit, investigations and consultancy on security risks. The company is headed by a managing Director who oversees all the operations of the company through branch managers. The director has allowed only the downward channel of communication to be used across the entire organization. He believes that any other channel of communication wastes the company's resources. He has made employees understand that every piece of information in the company is confidential and that rumor is never tolerated at all.

Required:

- a) Assuming you are one of the branch Managers of Dominion Security Company, explain to the Director the Benefits of upward business communication (10marks)
- b) Describe the role played by the grapevine in organizations (10mks)
- c) Explain the principles of business writing (10 marks)

## **QUESTION TWO**

- a) Outline advantages to an organization that uses oral communication. (10 marks)
- b) Explain the role played by a chairman of a business meeting (10 marks)

## **QUESTION THREE**

- a) Explain the characteristics of effective business communication (10 marks)
- b) Describe the various types of letters used in business communication (10 marks)

## **QUESTION FOUR**

- a) Information technology and information system are such tools that provide information required by the business organizations and its stakeholders so that managers can initiate decisions which help growth of the organization. With this understanding describe the makeup of information system (10 marks)
- b) Discuss the barriers to effective communication (10 marks)

## **QUESTION FIVE**

- a) Using a diagram explain the communication process (10 marks)
- b) Organizations most often use communication that is hand written, printed or typed written word on paper, book, Computer or monitor. What are the advantages of written communication? (10marks)