



(University of Choice)

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

**MAIN, BUNGOMA AND WEBUYE CAMPUSES**

**2022/2023 ACADEMIC YEAR**

**MAIN EXAMINATION**

**FOR THE DEGREE  
OF  
BACHELOR OF COMMERCE, BACHELOR OF STATISTICS,  
BACHELOR OF ECONOMICS AND BACHELOR OF  
ACCOUNTING**

**COURSE CODE:   BCB 108**

**COURSE TITLE:   BUSINESS COMMUNICATION**

**DATE: TUESDAY, 13<sup>TH</sup> /12/ 2022      TIME: 12:00 – 2:00PM**

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**INSTRUCTIONS TO CANDIDATES**

Question ONE (1) is compulsory  
Answer TWO (2) questions

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

**SECTION A: COMPULSORY****Question ONE****DCCM COMMUNICATION ON THE STATE OF THE UNIVERSITY**

1 message

**Directorate of Corporate Communications and Marketing**

&lt;DCCM@mmust.ac.ke&gt;

To: Staff &lt;staff@mmust.ac.ke&gt;, students@mmust.ac.ke

Tue, Oct 15, 2019 at

6:17PM

Greetings to you all!

Information is power. Any information we communicate both internally and externally has the capacity to either build the image of the university or destroy it. Our attention has been drawn to the false information making rounds in the various social media platforms that the university has been closed. Despite what we have gone through lately as a result of the recent student unrest, the university management has ensured that the institution remains stable and secure. The Directorate of Corporate Communications and Marketing (DCCM) would like to make it clear to the general public and the entire university that the institution is running normally. The special/supplementary examinations are going on as earlier scheduled, while at the same time classes have commenced. The University calendar will run as earlier planned, including the upcoming 14th Graduation Ceremony slated for 6th December 2019. We would like to warn the perpetrators of this propaganda that legal action will be taken against them once found culpable. Please note that official information to the public about university activities will only come from the Ag. Vice Chancellor, the Registrar Academics, or the Directorate of Corporate Communications and Marketing. Let us exercise individual and collective responsibility as we steer our great institution towards success!

In case of any inquiry please feel free to contact:

DCCM@mmust.ac.ke

Registrar.aa@mmust.ac.ke

Or contact our Customer Care and Call Center through the toll free line:

0572505222/3 or

+254702597360/1

+254733120020/2

**Answer ALL questions: (30 marks)**

- a. From the above email, **explain the purpose of communication** at Masinde Muliro University of Science and Technology. **(6 marks)**
- b. Suggest the **advantages and disadvantages of email communication** as shown above. **(12 marks)**.
- c. Communication is **multilevel**. **Describe the levels of communication** that exists at Masinde Muliro University of Science and Technology **as seen in the above email**. **(6 marks)**
- d. **Give relevant examples**, to show the **methods of communication** that the Director of Corporate Communications and Marketing at Masinde Muliro University of Science and Technology can use in addition to email. **(6 marks)**

**SECTION B: Answer any 2 questions:****Question TWO**

Assume you are the Accounting Manager at Deloitte Touche and have received the memo below from the C.E.O. informing you of an urgent meeting he wants to hold in your department in 24 hours. As the secretary of the meeting **prepare** a copy of the proposed agenda and sketch of the minutes for the intended meeting. **(20 marks)**

To: Chief Accountant, Senior Accountant, Junior Accountant, Expenditure Accountant, Revenue Accountant, Management Accountant, Accounting Officer

From: C.E.O.

Subject: Results of concluded Audit

Date: 22nd December, 2022

The group project is about to be launched. A meeting will be held on 23<sup>rd</sup> December, 2022 at 10am in Meeting Room 2 to decide what our starting point is.

Please circulate to all members of the department prior to the meeting and come prepared to discuss this.

**Question THREE**

Using relevant examples briefly **compare and contrast** the following terms showing their relevance in Business Communication

- a. **Summarising and paraphrasing** (4 marks)
- b. **Encoding and decoding** (4 marks)
- c. **Interpersonal communication and intrapersonal communication** (4 marks)
- d. **Verbal communication and non-verbal communication** (4 marks)
- e. **Upward communication and downward communication** (4 marks)

**Question FOUR**

Give **relevant examples**, to show what a manager at Kazi Ngumu Ltd. should do to be an “**active listener**” when communicating with subordinates. **(20 marks)**

**Question FIVE**

a) **Identify** legal and ethical implications associated with the use of communication technology. **(8 marks)**

b) **Identify** the bibliographic details of the following references

(i) Hamilton C. and Kroll T.L. (2017). Communicating for Results: A Guide for Business and the Professions. 11<sup>th</sup> edition, Boston, MA; Cengage Learning **(5.5 marks)**

(ii) Tuhovsky I. and Wadsworth W. (2015) Communication Skills: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking Skills, 1st edition, CreateSpace Independent Publishing Platform. **(6.5 marks)**