



(University of Choice)

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

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2022/2023 ACADEMIC YEAR  
SECOND SEMESTER EXAMINATIONS  
FOR THE CERTIFICATE**

**IN**

**BUSINESS MANAGEMENT**

**COURSE CODE: CBB: 107**

**COURSE TITLE: COMMUNICATION SKILLS**

**DATE: WEDNESDAY, 23<sup>RD</sup> AUGUST 2023 TIME: 11:00-1:00PM**

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**INSTRUCTIONS TO CANDIDATES**

1. Question **ONE** is compulsory, choose Any other **TWO** Questions
2. Marks for each question are indicated in the parenthesis.
3. Examination duration is **2 Hours**

**MMUST observes ZERO tolerance to examination cheating**

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

### QUESTION One

- a) What are the advantages of oral communication (10)
- b) Explain the difference between formal Communication and informal Communications and giving examples. (6)
- c) Explain communication as a tool of management? (4)
- d) Define
  - i) Organizational communication (2 marks)
  - ii) interpersonal communication (2 marks)
  - iii) Intrapersonal communication (2 marks)
  - iv) Written communication (2 marks)
  - v) Channels of communication (2marks)

### Question two

- a) Explain elements of communication as a process. (10 marks)
- b) Discuss importance of technology in business productivity (10 marks)

### Question three

- a) Explain the purpose of communication in an organization (10 marks)
- b) Explain principles of effective communication (10 marks)

### Question four

- a) Explain audio visual as a form of communication. (10 marks)
- b) Channels of communication is medium that carries message. Explain factors to consider when choosing channel of communication. (10 marks)