

SBE 104



OFFICE OF THE DEPUTY PRINCIPAL  
ACADEMICS, STUDENT AFFAIRS AND RESEARCH

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# UNIVERSITY EXAMINATIONS

## 2019/2020 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER SPECIAL/ SUPPLEMENTARY  
EXAMINATION

FOR THE BACHELOR OF SCIENCE IN BUSINESS  
MANAGEMENT

COURSE CODE: SBE 104  
COURSE TITLE: BUSINESS COMMUNICATION

DATE: 2<sup>nd</sup> JUNE, 2022

TIME: 9:00AM-12:00PM

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### INSTRUCTION TO CANDIDATES

- SEE INSIDE

THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER

## MAIN /REGULAR

COURSE CODE: SBE 104 COURSE TITLE: BUSINESS COMMUNICATION

STREAM: BBMDURATION: 3 HOURSINSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory
- ii. Do not write on the question paper

**Question One**

a) Kasuku stationary store had ordered a variety of pens from star pen dealers, on receiving the delivery of the consignment they found that an entirely different set of articles has been sent to them. Draft them a complaint and claim letter asking for replacement of goods. (10 Marks)

b) Discuss FIVE (5) factors that may contribute to Communication breakdowns in business communication and how they should be managed for effective Communication. (10 Marks)

*social factor - Dematic*  
*physical factor (environmental factor)*  
*communication barrier*  
*psychological*

b) Discuss any FIVE (5) functions of business Communication in an organization (10 Marks)

*→ motivation*  
*→*

**Question Two**

a) Discuss the **FIVE (5)** drawbacks of telephone as a mode of business Communication. (10 Marks)

b) Your company has organized a workshop on information security. Describe the process of listening the staff will go through during the workshop (10 Marks)

**Question Three**

a) "Communication in an organization is multidirectional" Briefly discuss the statement and explain the dimensions of Business Communication based on direction. (10 Marks)

b) Elaborate on the preparations which will be done by the organization prior to the interview (10 Marks)

**Question Four**

- a) Listening is a process that includes different types of behaviours. As a presenter elaborate on any five nonverbal cues that will make you know that the audience is attentive (10 Marks)
- b) Explain any FIVE functions of Meeting minutes (10 Marks)

**Question Five**

The management of ABC Corporation is concerned about the long tea/coffee breaks by majority of its employees. In the past few months, such long breaks have led to the decreased level of job engagement and productivity which has come to the notice of the top management. As head of Corporate Affairs department, you have been tasked to investigate the sudden behavior change of employees and send the report via email.

- a) Write a formal report of your finding to the management (10 Marks)
- b) Expound on the Points you will bear in mind when writing your email (10 Marks)

\*\*\*\*\* End \*\*\*\*\*