

SBE 104/ STH 114



OFFICE OF THE DEPUTY PRINCIPAL

ACADEMICS, STUDENT AFFAIRS AND RESEARCH

# UNIVERSITY EXAMINATIONS

## 2019/2020 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER REGULAR EXAMINATION

FOR THE BACHELOR OF SCIENCE IN {BBM & BHM}

**COURSE CODE: SBE 104/ STH 114**

**COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: 12/10/2020**

**TIME: 9.00-12.00PM**

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE THIS PAPER CONSISTS OF 3 PRINTED PAGES

PLEASE TURN OVER



SBE 104/ STH 114

REGULAR/ MAIN

**COURSE CODE: SBE 104/ STH 114 COURSE TITLE: BUSINESS COMMUNICATION**

**STREAM: BBM/HH**

**DURATION:3HOURS**

**INSTRUCTIONS TO CANDIDATES**

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

**QUESTION ONE**

- a) Explain any FIVE elements of communication (10 Marks)
- b) Explain any FIVE barriers to communication and how to overcome to make communication effective (10 Marks)
- c) Elaborate any FIVE functions of communication in an organization (10 Marks)

**QUESTION TWO**

- a) As the organizational secretary, state the components you have to bear in mind when writing minutes (10 Marks)
- b) Listening is a process that includes different types of behaviors. As a presenter elaborate on any FIVE nonverbal cues that will make you know that the audience are listening (10 Marks)

**QUESTION THREE**

- a) Explain any Five advantages of using telephone as a mode of communication in organizations (10 Marks)
- b) Elaborate on any FIVE the preparations which will be done by the interviewee prior to the interview (10 Marks)

**QUESTION FOUR**

You have been invited for a job interview in a county office, write an application Letter and curriculum vitae to be attached (20 Marks)

**QUESTION FIVE**

- a) Explain any FIVE functions of minutes in an organization (10 Marks)
- b) Managers have only recently come to recognize the importance of upward communication  
Explain FIVE objective of upward communication (10 Marks)

\*\*\*\*\*END\*\*\*\*\*

