



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2017 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 105

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 3 APRIL 2017

TIME: 11.30 AM – 2.30 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

Q1).

Read the Case Study below and answer the questions that follow.

Communication Challenges

Communication challenges are the obstacles which can occur during the conversation and both sides should know how to cope with them effectively. Naturally, communication is a complicated and well-structured process which exists according to the definite principles. Most often, a conversation is a dialogue between two sides, though it is possible that the number of sides is very big. The success of every conversation depends on the complete understanding of the principles and norms of regular communication by the both sides of the dialogue. The first challenge of communication is the careful listening without interruption in order to understand the sender from the first attempt, though it is necessary to ask him to repeat the phrase if the receiver has not caught the information at once. Many people fail to listen carefully and remember the received information and it spoils the quality of conversation. The second challenge is the disability of certain people to express themselves in the clear and precise way. The result of such a conversation is the lack of understanding from the receiver's side and he simply does not know what the sender is talking about. The next challenge is criticism. Both sides should avoid criticizing one another in order to avoid quarrels and conflicts which can develop from a simple conversation. The following challenge is the lack of creativity and enormous preciseness of the speakers. People should ask open questions in order to involve the second side into the more detailed and informative conversation. Finally, the sides should express more appreciation of one another and to reflect gratitude and delight in order to encourage the communication and to make it more pleasant for each other. Communication challenges are the factors which can spoil the quality of conversation and they occur because of the poor knowledge about the rules of communication and simple politeness and attentiveness.

- a). Evaluate on the various challenges that hinder effective communication from taking place in any business set-up. **(12mks)**
- b). Listening is a very critical aspect in any form of communication. Discuss the main levels of listening that both the receiver of any communication should be aware of. **(10mks)**
- c). We communicate for different reasons and purposes. Discuss this statement using relevant examples. **(8mks)**

d). Business communication is different from any other form of communication. Examine the main characteristics of Business communication. **(10mks)**

SECTION B: ANSWER ANY THREE QUESTIONS

Q2a). Kenya is in an electioneering period and many of its Kenyans have not been registered as voters despite intense voters' registration by various stakeholders. The commission that is responsible has a lot invested a lot of money and time doing their part. They have approached you to carry out an investigation on the reasons why many Kenyans are not ready to take voters cards and practice their democratic right of choosing their leaders. Prepare a report that you would submit to the Commission.

(20mks).

Q3). The marketing manager of Kell chemicals gives out instructions to his sales agents every Monday morning and they do a briefing every Friday. Some of the agents are in most cases give wrong reports and the manager doesn't understand the cause of this trend.

a). State and briefly explain the main ways in which the agents can improve their listening skills so as avoid giving wrong and incorrect reports. **(10mks).**

b). Examine the main reasons why Its wise for the manager to adopt a written communication strategy in giving instructions to his sales agents.

(10mks)

Q4a). Standing orders refer to a set of rules by which a committee is run. Examine the main aspects of that standing orders cover. **(8mks)**

b). People and organizations exchange ideas, feelings and statements every day through the communication process. Discuss the main characteristics of communication. **(12mks).**

Q5a). A committee refer to a group of people who are chosen by a larger group of people to represent and make certain decision on their behalf. Discuss the main three critical documents for any committee.

(6mks)

b). 'Grapevine is a necessary evil'. Discuss this statement in the context of an organization of your choice. **(6mks)**

c). State and explain four non-verbal communication cues applicable in a business set-up.

(8mks)