



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 105

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 10 MAY 2021

TIME: 3:00 PM – 6:00 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

QUESTION ONE

Read the extract below and answer the questions that follow

The Cost of Poor Communication

Joanne supervised 36 professionals in 6 city libraries. To cut the costs of unnecessary overtime, she issued this one-sentence memo to her staff:

‘When workloads increase to a level requiring hours in excess of an employee’s regular duty assignment, and when such work is estimated to require a full shift of eight (8) hours or more on two (2) or more consecutive days, even though unscheduled days intervene, an employee’s tour of duty shall be altered so as to include the hours when such work must be done, unless an adverse impact would result from such employee’s absence from his previously scheduled assignment.’

After the 36 copies were sent out, Joanne’s office received 26 phone calls asking what the memo meant. What the 10 people who didn’t call about the memo thought is uncertain. It took a week to clarify the new policy.

Required:

- a) Effective Business communication is a sometimes a challenge. Discuss the Various factors that influence the effectiveness of Business Communication. **[12 Marks]**
- b) As a communication expert, Joanne has approached you to help her write a memo clarifying the New Policy. Write a Memo that you would send to her so that she can issue the policy to her junior staff. **[10 Marks]**
- c) Argue out why it would have been better for Joanne to use verbal Communication to issue the new policy to her subordinates. **[10 Marks]**
- d) Discuss the various barriers to Upward Vertical form of Business Communication. **[8 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

Committees are commonest form of oral communication within organizations for faster and efficient decision making and share quite a number of similarities.

In reference to this statement;

- a) Identify and clearly explain the key DOCUMENTS that Committees rely on for their efficient undertaking of their duties. **[8 Marks]**

- b) Explore the criteria followed when appointing the Secretary of any Committee, stating the various duties of the Secretary. **[12 Marks]**

QUESTION THREE

- a) A number of successful companies claim that a policy of good employee communications is one of the main factors contributing to their success. Discuss the main Principles of effective Business communication that companies emphasize amongst their employees. **[12 Marks]**
- b) Effective Listening is key for effective business communication. Examine the various ways that one can improve their listening skills. **[8 Marks]**

QUESTION FOUR

Communication is said to be as important as breathing and eating. In lieu of this statement,

- a) Describe the various levels of Communication in modern formal and informal setups. **[8 Marks]**
- b) Giving relevant examples, examine the various Aims of Communications. **[12 Marks]**

QUESTION FIVE

- a) Brian is a Bachelor of Commerce graduate. His search for a job has been tough and he is in the verge of giving up. He recently met with a Human Resource specialist who upon reviewing Brian's resume, said that his Resume is wanting. Help Brian write a proper Resume by clearly explaining the various features of Formal employment Resume. **[14 Marks]**
- b) Brian has been invited to attend a recruitment interview for the position of Data Entry clerk. Advise Brian on how to prepare for the Interview. **[6 Marks]**