



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS MAY - AUGUST 2018 SEMESTER**

### **DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBCC 013**

**COURSE TITLE: INTRODUCTION TO BUSINESS COMMUNICATION**

**DATE: 8 AUGUST 2018**

**TIME: 3.00 PM – 6.00 PM**

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#### **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**

- a) Describe the term communication. **[5 marks]**
- b) We can communicate in a small group or in a very large group. These aspects of communication constitute four major levels. Explain the four levels of communication. **[10 marks]**
- c) There are six basic steps in communication which involve both the sender and receiver. Explain these six steps. **[12 marks]**
- d) Good business communication always uses standard grammar and has certain features or characteristics. Identify any five features of good business communication. **[5 marks]**
- e) Define the term organizational communication and distinguish between vertical, grapevine and horizontal organizational communication. **[8 marks]**

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **Question Two**

- a) Organizations use a variety of channels in downward communication. Explain five forms of downward communication. **[10 marks]**
- b) Barriers to business communication are factors that can impair effectiveness of business transactions in an organization. Explain any five barriers to interpersonal business communication. **[10 marks]**

### **Question three**

- a) Oral communication can be direct or remote. It is direct when two or more people meet to talk and remote when a device such as telephone is used. Discuss five commonly used forms of oral communication in organizations. **[10 marks]**
- b) A formal kind of interview is the meeting between two and a small group to discuss routine matters or affairs of a particular concern within their organization. Explain five types of interviews conducted in organizations. **[10 marks]**

#### **Question Four**

- a) People can communicate through numerous forms of non-verbal behavior. Explain five types of Non-verbal Communication. **[10 marks]**
- b) Generally, non-verbal communication can be used by complementing speech in numerous business circumstances and normal environments. Describe any five circumstances of non-verbal communication in real life. **[10 marks]**

#### **Question five**

- a) Differentiate between listening and hearing. **[2 marks]**
- b) Active listening goes through four stages. At each stage of listening, communication can be effected positively or negatively. Identify and explain the four stages. **[8 marks]**
- c) The extent to which we concentrate while listening varies with situations. Some situations demand more concentration and effort than others. The variations in listening concentration, thus forms the basis for levels of listening. Explain the five levels of listening. **[10 marks]**