



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS SEPTEMBER - DECEMBER 2021 SEMESTER

CERTIFICATE IN BUSINESS MANAGEMENT

COURSE CODE: CIBM 005

**COURSE TITLE: ESSENTIALS OF BUSINESS
COMMUNICATION**

DATE:

TIME:

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) Interviews are a form of communication used by organizations for information purposes. Explain five types of interviews that exist. **[10 marks]**
- b) [There are barriers that can hinder effective business communication. Barriers can either be mechanical barriers or personal barriers. List and explain five personal barriers that can hinder effective communication. **[10 marks]**
- c) Reports are often used in organizations for communication purposes. Discuss the characteristics of a good report. **[10 marks]**
- d) Good communication skills are of paramount importance in organizations. List and explain the principles of communication. **[10 marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

Question Two

- a) Communication can also take place in a non verbal format. Describe at least five types of non verbal communication there are. **[10 marks]**
- b) Explain several characteristics of a good speaker that you know of. **[10 marks]**
- c)

Question three

- a) List and explain five points that should be noted for one to succeed in writing effective letters. **[10 marks]**
- b) A lot of the business communication used in organizations is mostly done in written form. List at least five advantages of written communication. **[10 marks]**

Question Four

- a) Public relations is a tool used by organizations to communicate better with the general public. Describe the aims of public relations. **[10 marks]**
- b) Explain to Mrs Amina the main purposes of communication **[10 marks]**

Question five

- a) For there to be effective communication there must be effective listening on the part of the receiver. Describe the different types of listening there are. **[10 marks]**
- b) There are various elements that make up the complete communication process. Describe these elements. **[10 marks]**

... etc. ...