GRETSA UNIVERSITY – THIKA

UNIVERSITY EXAMINATIONS

JANUARY – APRIL 2026 SEMESTER

BACHELOR OF COMMERCE

COURSE CODE: BCBA 105

COURSE TITLE: BUSINESS COMMUNICATION

DATE:10 APRIL 2026 **TIME: 2 HOURS**

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY.**
2. SECTION B: ANSWER ANY OTHER **TWO** 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 (30 MARKS)

QUESTION ONE (30 MARKS)

a) Communication failures are often blamed on individuals, yet many originate from the system itself. Using a suitable organizational example, explain the communication process and show how breakdown can occur at different stages. **[10 Marks]**

b) Effective communication is not only about message transmission but also about meaning creation. Critically discuss five barriers to effective business communication and propose practical remedies for each.
[10 Marks]

c) Non-verbal cues sometimes contradict spoken messages. Explain how non-verbal communication can enhance or distort meaning in business interactions. **[5 Marks]**

d) Listening is described as the "forgotten skill" in management. Briefly justify this statement in the context of organizational communication. **[5 Marks]**

SECTION B: ANSWER ANY TWO QUESTIONS (20 MARKS EACH)

QUESTION TWO (20 MARKS)

a) Many organizations rely heavily on meetings, interviews, and presentations, yet complain about poor outcomes. Discuss the role of oral communication in organizations and analyze the conditions under which it becomes effective. **[10 Marks]**

b) Evaluate the factors that influence listening effectiveness in the workplace and explain how managers can address them. **[10 Marks]**

QUESTION THREE (20 MARKS)

a) Written communication remains central to modern organizations despite technological change. Discuss the strategic importance of written business communication, highlighting its strengths and limitations. **[10 Marks]**

b) Analyze the key components of an effective business report and explain why each is important **[10 Marks]**

QUESTION FOUR (20 MARKS)

a) Visual information is increasingly used in managerial decision-making. Discuss the role of visual communication in business and evaluate the effectiveness of different visual aids. **[10 Marks]**

b) Propose guidelines for using charts, graphs, and tables in business presentations to improve clarity and impact. **[10 Marks]**

QUESTION FIVE (20 MARKS)

a) Internal communication shapes organizational culture and performance. Discuss this statement with reference to downward, upward, and horizontal communication. **[10 Marks]**

b) Write a memo from the Human Resource Manager to all staff explaining the introduction of a new performance appraisal system and what employees are expected to do. **[10 Marks]**