



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JAN-APR 2025 SEMESTER

CERTIFICATE IN

COURSE CODE: CIBM 005

**COURSE TITLE: ESSENTIALS OF BUSINESS
COMMUNICATION**

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

Question One

- a) A CEO is delivering a high-stakes speech to investors about the company's financial growth, but the audience appears disengaged—some are checking their phones, while others seem bored. Analyze three possible reasons related to speech presentation techniques that might be causing this reaction, and propose solutions to re-engage the audience. **[8 Marks]**
- b) Explain the roles of the chairman, secretary and committee members in every meeting **(8 Marks)**
- c) Explain three types of communication directions and possible consequences of such a structure **[8 Marks]**
- d) Explain the challenges of communication in cross-cultural settings and recommend strategies to avoid misinterpretation. **[8 Marks]**
- e) Explain the effects of grapevine information and how it can be avoided **[6 Marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

Question Two

- a) Identify five communication barriers common in most organizations and suggest solutions to improve clarity. **[10 Marks]**
- b) Evaluate the role of verbal and non-verbal communication in interviews **[10 Marks]**

Question three

- a) In a disciplinary interview, an employee being questioned about repeated lateness avoids eye contact, frequently crosses their arms, and shifts in their chair. Explain what these non-verbal cues suggest **[10 Marks]**

Question Four

- a) Differentiate between formal and informal reports, providing examples of situations where each would be most appropriate. **[10 Marks]**
- b) Explain the essential characteristics of a well-structured business report **[10 Marks]**

Question five

- a) Giving examples, explain five important ways of preparing for an interview **[10 Marks]**
- b) What are the key elements of an effective business letter, and how do they contribute to clear communication? **[10 Marks]**