

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS
EMBU /THARAKA**

EXAMINATION FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT

DIBM 0101: BUSINESS COMMUNICATION

STREAMS:

TIME: 2 HOURS

DAY/DATE:

INSTRUCTIONS:

- **Answer question one and any other two questions**

1. (a) Using any model of communication explain briefly the process of communication. [6marks]
(b) Differentiate between non-verbal and verbal communication. [4marks]
(c) Discuss how communication can be used as a tool for management in a company. [6marks]
(d) Communication in a company can be 'upward'. Briefly explain this process. [4marks]
(e) State five communication tools that can be used in business. [5marks]
(f) You have noticed that the staff are reporting to work late. Write a memo to them to this effective. [5marks]
2. (a) Communication in any business is important. Discuss five barriers that can hinder effective communication. [10marks]
(b) Explain how you would use communication technology to improve communication in business. [10marks]
3. (a) Discuss any three types of reports and write an outline in each case. [12marks]

- (b) Differentiate between horizontal and vertical communication routes. [8marks]
4. (a) Communication can be defined as a dynamic, interactive process. Explain these terms clearly in reference to communication in business. [12marks]
- (b) The manager has discovered that the business is incurring losses due to external forces. Discuss any four external aspects of communication that can lead to such a situation. [8marks]
5. (a) Non- verbal communication is more genuine than verbal communication. Discuss different types of non verbal communication. [10marks]
- (b) Explain the role of communication in business. [10marks]
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