

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS  
EMBU CAMPUS**

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS  
MANAGEMENT AND PROCUREMENT AND LOGISTICS MANAGEMENT**

**CIBM 00101: BUSINESS COMMUNICATION**

**STREAMS:**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 20/09/2021**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTIONS**

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

**QUESTION ONE**

- (a) Assume that you have received an emergency call to go and attend to some matters at home on a day when your business communication lecturer has scheduled a continuous assessment test (CAT). Write a letter to the lecturer explaining why you will not be able to do the CAT. [10 marks]
- (b) Give five reasons why students should take lecture notes. [5 marks]
- (c) Explain five reasons for giving instructions orally. [5 marks]
- (d) Ineffective communication can cause serious negative effects in a business. Discuss any five decoding barriers to communication. [10 marks]

**QUESTION TWO**

- (a) Explain five advantages of written communication. [10 marks]
- (b) Discuss five significance of business communication in modern time. [10 marks]

**QUESTION THREE**

- (a) Briefly discuss any five principles of effective communication. [10 marks]

- (b) Listening is an important skill which needs to be given a lot of attention. Discuss five hinderances to effective listening. [10 marks]

**QUESTION FOUR**

- (a) Discuss five reasons why organizations are increasingly using television to market their products. [10 marks]
- (b) Explain how communication technology can be used effectively in an organization. [10 marks]
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