

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**CHUKA/EMBU**

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN BUSINESS  
MANAGEMENT**

**CIBM 00101: BUSINESS COMMUNICATION**

**STREAMS: CIBM, CPLM**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 23/03/2021**

**11.30 A.M – 1.30 P.M**

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**INSTRUCTIONS:**

**Answer question one and any other two**

**QUESTION ONE**

- (a) While reading a daily newspaper, you came across a vacancy for public relations (PR) and communication officer position, you are qualified for the position. Write an application letter applying for the position. [10 marks]
- (b) Differentiate between oral and written communication. [5 marks]
- (c) Explain five reasons for giving instructions orally. [5 marks]
- (d) Discuss five ways in which emails have made it easier for managers to communicate to employees. [10 marks]

**QUESTION TWO**

- (a) Highlight five merits of vertical communication in an organization. [5 marks]
- (b) Explain the qualities of a well written business report. [5 marks]
- (c) Ineffective communication can cause serious negative effects in business. Discuss any five barriers to effective communication. [10 marks]

**QUESTION THREE**

- (a) Outline five reasons why organizations are increasingly using television to market their products. [5 marks]
- (b) Discuss the significance of business communication. [5 marks]
- (c) A business report is an orderly presentation of facts about a specific business or programme. Explain why a written report may be preferred over an oral report. [10 marks]

**QUESTION FOUR**

- (a) To be an effective communicator one has to be an effective listener. Analyze the statement with focus on essential of effective listening. [10 marks]
  - (b) Explain how communication technology can be used effectively in an organization. [10 marks]
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