

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**MAIN/EMBU CAMPUS**

**EXAMINATION FOR THE AWARD OF DIPLOMA IN HUMAN RESOURCE  
MANAGEMENT/PROCUREMENT AND LOGISTICS STUDIES/BUSINESS MANAGEMENT  
AND ACCOUNTANCY**

**DIBM 0101: BUSINESS COMMUNICATION**

**STREAMS:**

**TIME:2 HOURS**

**DAY/DATE: THURSDAY 13/04/2023**

**8.30 A.M. –10.30 A.M.**

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**INSTRUCTIONS**

**ANSWER QUESTIONS ONE AND ANY OTHER TWO**

**QUESTION ONE**

- a) Define Business Communication and lay out its importance in modern organizations  
(10 marks)
- b) By use of a well labeled diagram, describe seven stages through which communication flows  
(10 marks)
- c) Discuss the semantic and organizational barriers that act as obstacles to effective communication  
(10 marks)

**QUESTION TWO**

You are responding to part-time job opportunity appearing in the daily news paper for the position of a marketing officer. Prepare the following documents for this purpose:

- i. Curriculum Vitae (10 marks)
- ii. Application letter (10 marks)

**QUESTION THREE**

- a) Explain the principles of effective communication (10 marks)
- b) Discuss the various types of listening and show the challenges that hinder effective listening (10 marks)

**QUESTION FOUR**

- a) Explain the preparations that a candidate should make before attending employment interview (10 marks)
  - b) Discuss limitations of oral communication and show how written communication can address those limitations (10 marks)
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