



The Co-operative University of Kenya

SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST-2019

EXAMINATION FOR THE CERTIFICATE IN BUSINESS MANAGEMENT

UNIT CODE: CBM 0104

UNIT TITLE: BUSINESS COMMUNICATION

DATE: 27TH AUGUST, 2019

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Discuss the Cs of communication (10 marks)
- (b) Explain the role of business communication (10 marks)
- (c) Discuss the following terms in relation to business communication
- i. Promotion (2 marks)
 - ii. Intercultural communication (2 marks)
 - iii. Chronemics (2 marks)
 - iv. Interactive (2 marks)
 - v. Perception (2 marks)

QUESTION TWO

- (a) Business communication is a necessary tool without which organizations cannot excel, discuss the methods used in business communication (10 marks)
- (b) We communicate more when we don't talk. Explain the statement while clearly indicating the advantage of non verbal communication (10 marks)

QUESTION THREE

- (a) Communication in business is exposed to several barriers. Discuss business communication barriers. (10 marks)
- (b) Briefly explain the strategies that a business manager can engage to handle communication challenges (10 marks)

QUESTION FOUR

- (a) Discuss the role of technology in business communication (10 marks)
- (b) Explain the communication process and its usefulness in business communication (10 marks)

QUESTION FIVE

- (a) Explain the requirements of an effective report (10 marks)
- (b) Explain to management how you can create a persuasive communication message (10 marks)