



THE CO-OPERATIVE UNIVERSITY OF KENYA

MAIN EXAMINATION FOR CBM, YEAR 1 SEMESTER 1

UNIT CODE: CBM 0103

UNIT NAME: BUSINESS COMMUNICATION

DATE: AUGUST 2019

TIME 2 HOURS

INSTRUCTION: Answer question one (compulsory) and any other two questions

QUESTION ONE

- Explain five importance of communication to your career (10 marks)
- Define the term business communication (2 marks)
- Assume that you are a manager of Safaricom and you have been given a mandate to teach students on attachment contents of report writing. Explain what you will include teaching (10 marks)
- Explain four weakest link of e-mail (8 marks)

QUESTION TWO

- Up to date, even with telephone, the email is still probably the most common means of communication in organization. Explain what an email is and its importance (10 marks)
- Co-operative university has various notice boards, you have been asked by your communication lecturer to draft a memorandum informing students about the date of next semester. How will you go about it? (10 marks)

QUESTION THREE

The communication process is important for the transmission of information in an organization. However problems may occur at the various stages of the process which may render communication ineffective.

- Using a well labeled diagram, explain each of the stages (10 marks)
- Explain five problems which may occur therein (10 marks)

QUESTION FOUR

- a. You have obtained a certificate in Co-operative Business Management .Write an application letter you will use to apply for the job (10 marks)
- b. Explain five types of communication (10 marks)

QUESTION FIVE

Assume you are the Secretary in one of the organization and on Friday you held Annual General Meeting ,write agenda and minutes of that meeting (20 marks)