

**The Co-operative University of Kenya**  
**END OF SEMESTER EXAMINATION AUGUST-2018**  
**EXAMINATION FOR THE CERTIFICATE IN BUSINESS MANAGEMENT**

**(YR I SEM I)**

**UNIT CODE: CBM 0103**

**UNIT TITLE: BUSINESS COMMUNICATION**

**DATE: 24<sup>TH</sup> AUGUST, 2018**

**TIME: 2:00 PM – 4:00 PM**

**INSTRUCTIONS:**

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

**QUESTION ONE**

- (a) Using a well labeled diagram, describe the process of communication (10 marks)
- (b) Give FIVE advantages and FIVE disadvantages of visual communication (10 marks)
- (c) Define the following terms
  - i. Business communication (2 marks)
  - ii. Encoding (2 marks)
  - iii. Channel (2 marks)
  - iv. Decoding (2 marks)
  - v. Noise (2 marks)

**QUESTION TWO**

- (a) Explain FIVE advantages of feedback to effective communication (10 marks)
- (b) Explain any FIVE ways to conducting successful meeting in an organization (10marks)

**QUESTION THREE**

- (a) Explain any FIVE barriers to effective communication (10marks)
- (b) Explain any FIVE examples of non-verbal communication (10 marks)

**QUESTION FOUR**

- (a) Explain any FIVE parts of a well written minutes (10 marks)
- (b) Explain any FIVE guidelines of speech writing (10 marks)

**QUESTION FIVE**

- (a) Explain any FIVE factors to consider when making an advert (10 marks)
- (b) Assume that you are the CEO of Safaricom Company, write a speech you will deliver during the Annual General Meeting (AGM) (10 marks)