



CS PART I SECTION 1

BUSINESS COMMUNICATION

TUESDAY: 31 August 2021.

Time Allowed: 3 hours.

Answer question ONE and any other FOUR questions. ALL questions carry equal marks.

QUESTION ONE

Adolf Tech Ltd. is a recently established company in Kenya. The company has employed 20 new staff members who require employee orientation.

A human resource manager engaged by the company has recommended an orientation programme that will involve the following:

- Basic matters like working hours and vacations.
- Introduction to the management of the company.
- Introduction of the new employees to the other employees.
- Familiarisation with the work place.
- Personnel policies and the daily routines.
- Company organisation and operations.
- Safety measures and regulations.

The human resource manager has also identified four main objectives of the orientation programme which include:

- To make new employees feel welcome and at ease.
- To reduce stress and entry shocks.
- To help new employees understand the firm in a broad sense.
- To help new employees understand the company's expectations in terms of work and behaviour.

Required:

As the human resource manager, using the above information and any other relevant information, write a report to the director of human resource justifying the need to hold an employee's orientation programme. (Total: 20 marks)

QUESTION TWO

- (a) Describe five sender oriented barriers to effective communication. (10 marks)
- (b) Discuss five steps to effective communication. (10 marks)
- (Total: 20 marks)

QUESTION THREE

- (a) Barora Holding Company (BHC) directors will hold a meeting on Wednesday, 10 September 2021 at 9.00 a.m. in the company's board room.

The meeting will discuss matters regarding sports and operations of the company's social club.

Required:

- Prepare an agenda for the above meeting. (10 marks)
- (b) Analyse five stages of the listening process. (10 marks)
- (Total: 20 marks)

QUESTION FOUR

- (a) Highlight six purposes of holding meetings. (6 marks)
 - (b) Suggest six ways in which e-mails have changed the way businesses operate today. (6 marks)
 - (c) Examine four benefits of effective internal communication in a newly formed organisation. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) (i) Distinguish between “a solicited proposal” and “an unsolicited proposal”. (4 marks)
 - (ii) Enumerate six guidelines for writing solicited proposals. (6 marks)
 - (b) Discuss five interactions between verbal and non verbal communication. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Many inexperienced speakers face stage fright while addressing a huge crowd.

With reference to the above statement, outline six measures that a speaker should make use of to handle stage fright. (6 marks)
 - (b) Explain four components which may constitute proper planning of mailing services in an organisation. (4 marks)
 - (c) Highlight five guidelines on use of humour during a business presentation. (5 marks)
 - (d) List five principles of form design. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Examine five measures that team members should take to ensure effective communication while handling a group assignment. (5 marks)
 - (b) In the context of oral communication, explain seven ways in which one could build rapport with his audience. (7 marks)
 - (c) Ethical persuasion is a human being’s internal ability to treat others with respect, understanding, caring and fairness.

With reference to the above statement, evaluate four requirements of ethical persuasion. (8 marks)
- (Total: 20 marks)**
-

access thousands of free content here: www.freekcpapers.com