

KASNEB

CS PART I SECTION 1

BUSINESS COMMUNICATION

TUESDAY: 23 May 2017.

Time Allowed: 3 hours.

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

QUESTION ONE

Bamli Ltd. has lately been facing problems with its employees. The company has been experiencing increased rate of absenteeism, low productivity and increased conflicts between management and the rest of staff. To make matters worse, during the last one month, employees have staged two pickets and a major strike. Due to the strike, the company's operations were greatly affected resulting in significant loss of business.

The management of the company has appointed you to conduct a survey on employee job satisfaction. The objective of the survey is to establish the cause of the problems being experienced and develop an effective solution. You intend to conduct the survey using questionnaires to be administered to non-management staff by use of random sampling method.

You will be expected to report to the management on the findings from the survey and your recommendations.

Required:

- (a) Prepare a questionnaire to be administered during the survey. (10 marks)
- (b) Assuming that you have just completed the survey, draft a report on Bamli Ltd.'s employee job satisfaction based on the survey findings. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Examine three best practices to be observed during instant messaging. (6 marks)
- (b) Describe how an organisation could apply the AIDA model while drafting a sales letter. (8 marks)
- (c) Discuss the three stages of interpersonal communication. (6 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight six contents of a purchase order. (6 marks)
- (b) Cite four ways in which an organisation could ensure ethical advertisement of its products. (4 marks)
- (c) Explain five characteristics of business communication. (5 marks)
- (d) Summarise five strategies of communicating to a global audience. (5 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Assess three barriers to effective listening. (6 marks)
- (b) Describe six benefits of planning a presentation. (6 marks)
- (c) With reference to communication in teams, discuss four factors which could contribute to low productivity and creativity. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) In the context of ethics, explain the term "netiquette". (2 marks)
- (b) Summarise five uses of a speech. (5 marks)

- (c) Outline six categories of non verbal communication. (6 marks)
- (d) With reference to visual illustrations, highlight seven factors that should be considered in order to avoid ethical lapses. (7 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain two strategies that the chairperson of a meeting could utilise to ensure the meeting is productive. (4 marks)
- (b) State five reasons why companies prefer courier services over other parcel transportation services. (5 marks)
- (c) Highlight five guidelines to follow while writing a response to a solicited proposal. (5 marks)
- (d) Hoarding refers to a large board in a public place normally used to display advertisements.

With reference to the above statement, explain six measures which could be put into consideration to ensure effective use of hoardings. (6 marks)

(Total: 20 marks)

QUESTION SEVEN

- (a) Assess four ways in which one's voice may distract attention. (8 marks)
- (b) Analyse four modes of speech delivery. (8 marks)
- (c) Describe four ways of addressing pilferage of sensitive information as a result of use of e-mail communication in an organisation. (4 marks)
- (Total: 20 marks)**
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