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CS PART I SECTION I

BUSINESS COMMUNICATION

TUESDAY: 18 May 2021.

Time Allowed: 3 hours.

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

QUESTION ONE

As the human resource manager of Sanaa Co. Ltd., you have been requested by the general manager to investigate and report on performance of the company's office assistants who were unable to meet the agreed set targets for the year.

Methods you employed to collect data:

- Questionnaires were given to the office assistants.
- Office assistants were interviewed one-on-one.
- Data was also collected through personal observation.

Findings:

- Office assistants were not motivated.
- The office lay-out was poorly done.
- Most of the office assistants complained of being overworked.
- There was a problem of unequal distribution of work.
- Office assistants felt unappreciated and left out.
- Communication from management to workers was poor.
- Inadequate remuneration for overtime work.
- Wrong employee placement.

Required:

- (a) Using the above information, prepare a report for presentation to the general manager. (12 marks)
- (b) Outline eight factors you took into account while writing your report. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Interviewing is a skill.

With reference to the above statement, explain seven strategies employed by the interviewer while asking questions to an interviewee. (7 marks)

- (b) When communicating, there are many interactions between verbal and non-verbal communication.

In the context of the above statement, analyse four relationships between verbal and non-verbal communication. (8 marks)

- (c) Describe five ways in which social media has enhanced communication in organisations. (5 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Summarise six non-verbal messages which might be derived from one's mode of dressing. (6 marks)
 - (b) With reference to group communication, distinguish between "panel discussions" and "Buzz groups". (4 marks)
 - (c) Discuss five techniques of conducting interviews. (10 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Illustrate four patterns of grapevine communication in an organisation. (12 marks)
 - (b) Examine four reasons which might make a business to use unethical advertisements while promoting their products. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Highlight six measures a member of a meeting might take to enhance its effectiveness. (6 marks)
 - (b) Outline six reasons which could make an organisation to adopt a centralised filing system. (6 marks)
 - (c) Outline four contributions of feedback in the communication process. (4 marks)
 - (d) State four reasons why organisations use forms. (4 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Evaluate four limitations of body language as a means of communication. (8 marks)
 - (b) Suggest six characteristics of poor listeners. (6 marks)
 - (c) With reference to written communication, explain the following:
 - (i) Proposal. (2 marks)
 - (ii) Memorandum. (2 marks)
 - (iii) Circular letters. (2 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Summarise six components of a project proposal. (6 marks)
 - (b) Ethical dilemma in business stems from an argument between wrong and right. (8 marks)
With reference to the above statement, explain four causes of ethical dilemma. (8 marks)
 - (c) Explain six approaches to listening. (6 marks)
- (Total: 20 marks)**
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