

KASNEB

CS PART I SECTION 1

BUSINESS COMMUNICATION

TUESDAY: 22 November 2016.

Time Allowed: 3 hours.

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

QUESTION ONE

Your company's Chief Executive Officer selected you and two other senior managers to attend a human resource management workshop in Accra, Ghana. The workshop was held in the month of August 2016. The theme of the workshop was "Dynamism in the human resource profession in a fast changing world".

The workshop brought together corporate managers from all over Africa. Keynote speakers were drawn from Britain, Australia and United States of America (USA).

The workshop covered a wide range of topics such as training and manpower development, multi-generational challenges in the workplace, legislation affecting the workplace, technological advances, employee morale, transfers and demotions, self improvement, performance appraisal and feedback mechanisms, compensation and human resource research.

Required:

- (a) Using the above information and any other relevant information, write a detailed report to the Chief Executive Officer focusing on the delivery of the training, content and lessons learnt. Your report should include a demonstration of how you will apply the new knowledge and skills acquired in your work and how you could share the information with your colleagues. (12 marks)
- (b) Write a letter to the Chief Executive Officer thanking him and the company for giving you an opportunity to attend the workshop. (5 marks)
- (c) Write a letter to the organisers of the workshop suggesting areas of improvement in the organisation of the workshop. (3 marks)

(Total: 20 marks)

QUESTION TWO

- (a) Briefly describe the following types of meetings:
 - (i) Statutory meetings. (2 marks)
 - (ii) Board meetings. (2 marks)
 - (iii) Working parties meetings. (2 marks)
- (b) Outline five factors that should be considered while selecting a medium of communication. (5 marks)
- (c) Identify five benefits that could accrue to an organisation from the use of innovations in information communication technology. (5 marks)
- (d) State four items that are likely to be discussed in an annual general meeting of a publicly listed company. (4 marks)

(Total: 20 marks)

QUESTION THREE

- (a) Summarise four ways of handling disagreements during a discussion. (4 marks)
- (b) Enumerate six measures that the management of an organisation should institute to ensure upward communication is effective. (6 marks)
- (c) Discuss the five stages of the conversation process. (10 marks)

(Total: 20 marks)

QUESTION FOUR

- (a) Discuss three demerits of face to face communication. (6 marks)
 - (b) Explain the following terms citing five main features of each:
 - (i) Debit note. (5 marks)
 - (ii) Credit note. (5 marks)
 - (c) Summarise four elements of an effective speech. (4 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain the following group communication methods:
 - (i) Symposium. (2 marks)
 - (ii) Conference. (2 marks)
 - (iii) Panel discussion. (2 marks)
 - (b) Outline six contents of a grant proposal. (6 marks)
 - (c) Analyse four types of notations which might appear after the signature at the bottom of a business letter. (8 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Distinguish between “tautology” and “colloquialism” in the context of conversations. (4 marks)
 - (b) Explain five reasons why an organisation might prefer to store its correspondences in microfilms. (5 marks)
 - (c) Analyse the limitations of sign language as a channel of communication. (5 marks)
 - (d) Outline six measures that could be taken by employees of an organisation to ensure ethical communication. (6 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Explain the following terms in relation to information communication technology:
 - (i) Multimedia. (2 marks)
 - (ii) Bluetooth. (2 marks)
 - (b) Highlight six uses of bluetooth communication in an organisation. (6 marks)
 - (c) Discuss five techniques of making a committee effective. (10 marks)
- (Total: 20 marks)**
-