



CS PART I SECTION 1

BUSINESS COMMUNICATION

TUESDAY: 27 November 2018.

Time Allowed: 3 hours.

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

QUESTION ONE

Ruth Muthi a trainee researcher at BWY Ltd. has just received the final feedback from her immediate supervisor on a draft of her report entitled "An analysis of the influence of culture on communication at BWY Ltd." The feedback states that her assignment needs to be done afresh since the report was "too much like an essay". Ruth Muthi has never written a report and assumed that an essay and a report were one and the same thing.

Ruth contacted her friend, Jessica Mali, who is an information technology manager for a global logistics company for advice. Jessica writes many reports as part of her routine tasks.

The first thing Jessica asked Ruth was whether her report made clear what its purpose was, who the intended audience were, and how the report would help them to achieve their objectives. Ruth admitted that she had not even considered those things, let alone making them clear in the report.

Required:

- (a) (i) Prepare a report writing checklist that Ruth Muthi might consider to ensure that her report achieved its purpose. (8 marks)
- (ii) Distinguish between "a report" and "an essay". (4 marks)
- (b) Draft an e-mail from Ruth Muthi to Jessica Mali thanking her for the advice on report writing. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Identify four sources of grapevine information. (4 marks)
- (b) Summarise six benefits to an organisation which could be derived from assertive communication. (6 marks)
- (c) Discuss five methods of classifying files in an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Highlight six measures that the chair of an audio conference could take to ensure success of the conference. (6 marks)
- (b) Discuss four goals of persuasive communication. (8 marks)
- (c) State six categories of information which might be included in a house organ. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) State four reasons why a speaker might need to refer to notes during a presentation. (4 marks)
- (b) In the context of the communication process, explain five roles of each of the following:
- (i) The sender. (5 marks)
- (ii) The receiver. (5 marks)
- (c) Outline six ways of emphasising important points in a report. (6 marks)

(Total: 20 marks)

QUESTION FIVE

- (a) Analyse five types of dysfunctional behaviour which might affect the effectiveness of a team. (10 marks)
- (b) Examine five cultural barriers to effective communication. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Assess five characteristics of interpersonal communication. (10 marks)
- (b) Describe five stages of preparing a presentation. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) List five applications of intranet in an organisation. (5 marks)
- (b) Summarise five benefits of business proposals to an organisation. (5 marks)
- (c) Highlight five characteristics of ethical communication. (5 marks)
- (d) Suggest five points that one might include in a complaint letter. (5 marks)
- (Total: 20 marks)**
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