



CS PART I SECTION 1

BUSINESS COMMUNICATION

WEDNESDAY: 27 November 2019.

Time Allowed: 3 hours.

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

QUESTION ONE

BORGANIC DISHES RESTAURANT

Borganic Dishes is a restaurant located in the capital city of your country. The restaurant commenced business in the year 2005. Over the years, the restaurant has earned trust of its customers due to its quality food and affordable prices. This has resulted in its tremendous growth over the past few years. The owners have as a result decided to expand its operations by opening two more branches in the city.

Since its inception, the restaurant has been sourcing its utensils from Kitchen Solutions Ltd. Kitchen Solutions Ltd. imports its products directly from China. Due to changes in government regulations, there has been an increase in port charges, customs duty as well as delayed clearance of imports. As a consequence, Kitchen Solutions Ltd.'s products prices have skyrocketed in addition to irregular and delayed deliveries to its customers.

The owners of Borganic Dishes restaurant require to purchase various types of utensils to be used in the new branches. They wish to change their supplier because of the challenges of high prices and late deliveries. Through research, they have been able to identify Upishi Ltd. as their next possible supplier. Upishi Ltd. manufactures its utensils locally and therefore has a competitive advantage over the other suppliers in the industry.

Required:

- (a) Using the above information and any other relevant information, draft a letter of inquiry to Upishi Ltd. requesting for a quotation for the utensils. (10 marks)
- (b) Design a quotation using the form format in reply to the letter of inquiry. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Highlight six ways in which AIDA objectives could be achieved while preparing an advertisement. (6 marks)
- (b) Examine five factors which could determine the record retention period in an organisation. (10 marks)
- (c) Summarise four ethical principles of inter-cultural communication. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) With reference to conversations, analyse five factors that could make people keep to themselves. (10 marks)
- (b) Outline five non verbal indicators of active listening. (5 marks)
- (c) State five features of a good proposal. (5 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Explain five ways of classifying business reports. (10 marks)
- (b) Describe five ways in which non verbal communication interacts with verbal communication. (10 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Highlight six measures a chair of a meeting should put in place to encourage active participation. (6 marks)
 - (b) With reference to filing systems, explain:
 - (i) Four functions of filing. (4 marks)
 - (ii) Five requirements of good filing equipment. (5 marks)
 - (c) Summarise five objectives of crisis communication. (5 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Outline seven roles of a moderator in a group discussion. (7 marks)
 - (b) Discuss four emerging trends in business communication today. (8 marks)
 - (c) Prepare a checklist for assessing persuasive speech. (5 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Outline five ways of utilising movements and gestures to enhance messages. (5 marks)
 - (b) With reference to interviews conducted during a research, explain the activities you would perform:
 - (i) Before the interview. (5 marks)
 - (ii) During the interview. (4 marks)
 - (iii) After the interview. (3 marks)
 - (c) Suggest three strategies of effectively leading panel discussions. (3 marks)
- (Total: 20 marks)**
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