

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR

**FIRST YEAR EXAMINATION FOR BACHELOR  
OF COMMUNICATION AND MEDIA STUDIES**

**COMM 121: INTRODUCTION TO BUSINESS COMMUNICATION**

***STREAM: R***

***TIME: 2 HRS***

***DAY: TUESDAY (8.30-10.30AM)***

***DATE: 16/4/24***

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS:** Answer question **ONE** and any other **TWO** questions

**QUESTION ONE [30MARKS]**

- a) Assuming that you are a manager at Bidii Company and you would like to inform your employees about a forthcoming annual general meeting, write a memo. (8marks)
- b) Communication is central to human life, thus you cannot avoid communication discuss. (5marks)
- c) Using relevant examples, explain the principles of communication. (7marks)
- d) Differentiate between public communication and mass communication. (5marks)
- e) Examine **FIVE** common barriers of effective communications. (5marks)

**QUESTION TWO [20 MARKS]**

- a) Analyze **FIVE** categories of human communication. (10marks)
- b) Explain **FIVE** reasons why it is crucial for employers to understand the power of grapevine communication in organizations. (10marks)

**QUESTION THREE [20 MARKS]**

- a) Describe the preparations than an interviewee should undertake before a job interview. (10marks)
- b) Differentiate between oral and written communication. (10marks)

**QUESTION FOUR [20 MARKS]**

- a) Recognize **FIVE** key features of a report. (10marks)
- b) With an aid of a clear diagram, identify the key elements of communications. (10marks)

**QUESTION FIVE [20 MARKS]**

- a) Discuss **FIVE** emerging issues in business communication. (10marks)
- b) Assuming that you undertook a research on the effects of post covid 19 among the university students in Kenya, write a report. (10marks)

