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Business Communication COM 103 Online

Instructions: SECTION A is compulsory. Answer any THREE from SECTION B

SECTION A

Question One

Information in any business setting flows either through formal or information communication channels. Using examples within your context:

- a) Identify the different formal and informal communication channels (4 marks)
- b) Distinguish them by using relevant examples of the messages that are communicated through formal and informal communication channels (6 marks)

SECTION B

Question Two

The key to successful business communication is to develop your listening skills. By citing examples to illustrate your point, examine the following aspects of active listening.

- i) Hearing accurately (2 marks)
- ii) Comprehending and interpreting (2 marks)
- iii) Evaluating (2 marks)
- iv) Responding (2 marks)
- v) Nonverbal communication and questioning (2 marks)

Question Three

You have been put in-charge of a newly formed team to publicize PAC University among fresh high school graduates who attend church services in different churches around Nairobi. Using examples demonstrate your understanding of how communication works through the FOUR stages of team development that would ensure you become a high performing unit. (10 marks)

Question Four

You have been selected to represent PAC University at the newly formed East African Education Festival. As part of your responsibilities, you are to prepare a 20 minutes speech about your university. Demonstrates the different steps you will take to prepare for your speech. (10 marks)

Question Five

- i) Every business should always have a plan on how to deliver bad or negative news to any of its stakeholders. This plan should include a plan that enables you to avoid any legal pitfalls. Using examples within your context, discuss the THREE causes of legal difficulties in business communication. (6 marks)

- ii) Using examples for each, demonstrate your understanding of the use of direct and indirect communication strategies when communicating negative news. (4 marks)

Question Six

- a) Imagine you are in a business setting engaging a business prospect, discuss the TREE barriers that can affect how we understand others and offer remedial for each barrier. (6 marks)
- b) For you to sharpen your business communication skills you need to identify the common features in interpersonal communication. Explain any FOUR of these features. (4 marks)