



DENT0120: BUSINESS COMMUNICATION

SPECIAL EXAM- Roysambu Day

Instructions

- i. This exam paper contains SIX questions containing 10 marks each.
 - ii. Answer Question 1 (COMPULSORY) and any other THREE questions
 - iii. Read each question carefully before attempting.
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QUESTION 1

- a) Using an elaborate diagram, identify the elements that form the communication process. **(5 Marks)**
- b) Discuss THREE disadvantages of informal communication within organizations. **(3 Marks)**
- c) Explain TWO advantages of using E- mail as a mode of communication. **(2 marks)**

QUESTION 2

Describe the following terms as used in communication.

- i. Formal communication. **(2Marks)**
- ii. Decoding. **(2Marks)**
- iii. Grapevine. **(2Marks)**
- iv. Teleconferencing. **(2Marks)**
- v. Gestures **(2Marks)**

QUESTION 3

- a) Explain FIVE barriers to listening. (5 Marks)
- b) Discuss FIVE important presentation skills. (5 Marks)

QUESTION 4

Write a letter of complaint to a business organization about a faulty product you have purchased in Fully blocked format. (10 Marks)

QUESTION 5

- a) Explain the circumstances under which memos are used in an organization. (4 Marks)
- b) Write a memo to members of staff within your organization informing them of a charity donation initiative for Nyumbani Children's home in which they can make contributions in cash or kind. (6 Marks)

QUESTION 6

- a) Define a report. (1 Marks).
- b) Highlight THREE characteristics of a report (3 Marks).
- c) Explain THREE types of reports (6 Marks).

End of Exam