



# **MAASAI MARA UNIVERSITY**

## **REGULAR UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR FIRST YEAR SECOND SEMESTER**

### **SCHOOL OF BUSINESS AND ECONOMICS DIPLOMA IN BUSINESS MANAGEMENT**

**COURSE CODE: DBM 06**

**COURSE TITLE: BUSINESS COMMUNICATION**

**DATE: 25<sup>TH</sup> APRIL, 2019**

**TIME: 1430 - 1630HRS**

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#### **INSTRUCTIONS TO CANDIDATES**

1. Answer question **ONE** and any other **THREE** questions
2. Do not forget to write your registration number

*This paper consists of 4 printed pages. Please turn over.*

**QUESTION ONE**

- a) Justify the importance of communication to any business **(10marks)**
- b) Discuss five ways of overcoming barriers to effective communication **(10marks)**
- c) State five difference between “oral” and “written” communication **(5 marks)**

**QUESTION TWO**

Discuss five reasons why horizontal communication could fail to achieve desired results in a business **(15marks)**

**QUESTION THREE**

- a) Explain five requirement of a valid meeting **(5 marks)**
- b) Discuss five qualities of an effective e-mail **(10marks )**

**QUESTION FOUR**

- a) Outline ten characteristic of a well written business report **(10marks)**
- b) Discuss five limitation of using internet as a source of information **(5marks)**

**QUESTION FIVE**

Discuss six stages in the communication process **(15marks)**

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