



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMAIN BUSINESS MANAGEMENT**

COURSE CODE: DBM 06

COURSE TITLE: BUSINESS COMMUNICATION

DATE: 19TH AUGUST 2019

TIME: 0830 - 1030 AM

INSTRUCTIONS TO CANDIDATES

- Question **ONE** is compulsory
- Answer any other **THREE** questions

1. a) Explain any five barriers associated with the sender in the process of communication **(5mks)**
b) Assume that you recently graduated with a Diploma from Maasai Mara University and you just saw a job advertisement that interested you in one of the dailies. You are aware that the success of this venture depends on how well your letter is written. Prepare a job application letter to this firm (you are allowed to use creativity) **(10mks)**
c) Using relevant examples and with the aid of diagrams, explain the four methods in which communication can flow within Maasai Mara University **(10 mks)**
2. a) Discuss four poor reading habits and explain how they can be overcome **(8 mks)**
b) State and explain four reasons why a prospective employer would prefer to interview an applicant personally before employment **(7mks)**
- 3 a) Mututho has a problem of concentrating during lectures. Suggest to him five ways that he can use to improve his listening skills **(10mks)**
b) Differentiate between formal and informal communication **(5mks)**
4. a) Using a diagram, describe the communication process. **(10mks)**
b) Explain five advantages of written communication **(5mks)**
5. (a) Using relevant examples and with the aid of diagrams, explain the four methods in which communication can flow within Maasai Mara University **(10mks)**
b) Highlight five ways in which you would prepare yourself mentally to attend an interview **(5mks)**

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