



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
CERTIFICATE IN BUSINESS MANAGEMENT**

**COURSE CODE: CBM 003
COURSE TITLE: INTRODUCTION TO BUSINESS
COMMUNICATION**

DATE: 30/1/2024

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATE

Answer Question **ONE** and any other **TWO** questions

SECTION A (COMPULSORY)

1. a) Define communication and briefly explain four types of communication tools. **(10 marks)**

b) List and explain five key elements of effective communication **(10 marks)**

c) List and explain five ways to ensure there is effective communication in a business environment **(10marks)**

SECTION B

QUESTION TWO

2 a) What is the importance of business communication **(10 marks)**

b) List and explain 5 barriers that can hinder the communication process **(10marks)**

QUESTION THREE

3) The types and channels of communication are essential in understanding how information is transmitted and received. List and explain the types and channels used to communicate in an organization **(20marks)**

QUESTION FOUR

4.a) List and explain the purpose of business reports **(10marks)**

b) List and explain the steps taken in research and data collection when writing a report **(10marks)**

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