



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND YEAR/ FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

BACHELOR OF EDUCATION

COURSE CODE: BHR 2103-1

COURSE TITLE: MANAGEMENT

COMMUNICATION

DATE: 30TH MARCH, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

Question ONE is compulsory
Answer any other TWO questions

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

QUESTION ONE (30Marks)

- a) Communication is an important component in an organization. Discuss this statement with reference to the ways of enhance effectiveness of an organization. **(10 Marks)**
- b) With the help of a well labelled diagram describe the process of communication **(12 marks)**
- c) Explain FOUR factors that can enhance grapevine in any organization **(8 marks)**

QUESTION TWO (20 Marks)

- a) Discuss the gateway of effective communication **(10 marks)**
- b) Explain the 7Cs of written communication **(10 marks)**

QUESTION THREE (20 Marks)

- a) Many organizations are currently installing network devices to help in communication. Explain the advantages that they are likely to enjoy due to this installation **(10 marks)**
- b) You have been appointed as a secretary for the meeting that is supposed to be conducted on the 12th December 2017 to discuss:
- i) purchase of communication gadgets
 - ii) allocation of duties in the public relations department
- Draft the notice and minutes for this meeting. **(10 marks)**

QUESTION FIVE

- a) Write short notes on the following
- i) SMS
 - ii) Video conferencing
 - iii) Teleconferencing **(15 marks)**
- b) Discuss the elements that can enhance interpersonal communication. **(5 Marks)**

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