



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS AND ECONOMICS
BACHELOR OF SCIENCE IN HUMAN RESOURCE
MANAGEMENT**

**COURSE CODE: BHR 2103-1
COURSE TITLE: MANAGEMENT
COMMUNICATION**

DATE: 7TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

Question **ONE** is compulsory

Answer any other TWO questions

QUESTION ONE

- (a) “Effective communication can help improve both personal and professional relationships.” Discuss. **(10 marks)**
- (b) Explain the ways of improving and structuring lines of communication in organizations. **(10 marks)**

QUESTION TWO

- (a) Explain the meaning and use of political communication. **(10 marks)**
- (b) Discuss the importance of organizational development. **(5 marks)**

QUESTION THREE

- (a) Explain the fundamental skills necessary for effective communication.
(8 marks)
- (b) Briefly discuss forms of interactive communication channels. **(7 marks)**

QUESTION FOUR

- (a) Describe the effects of technological change on communication.
(10 marks)
- (b) “The quality of communication can aid or limit service delivery by an organization” Discuss. **(5 marks)**

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