



# MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 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:**

**TIME:**

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**INSTRUCTIONS TO CANDIDATES**

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

## **QUESTION ONE**

Communication is an important aspect of behavior. Human communication is affected by all factors that influence Human Behavior.

- a) Describe five main roles of communication in an organization. **(10mks)**
- b) Explain five principles of effective communication based on C's of Communication **(10mks).**

## **QUESTION TWO**

The modern trend of using ICT for communication has both pros and cons to contemporary organizations. Discuss **(10mks).**

## **QUESTION THREE**

Communication is not always successful. Several things can prevent the message from reaching the intended receipt or having the desired effect on the recipient. Discuss barriers of communication under the following sub-headings.

- a) Physical Barriers **( 2mks)**
- b) Semantic and Language Barriers **( 2mks)**
- c) Organizational Barriers **( 2mks)**
- d) Socio-Psychological Barriers **( 2mks)**
- e) Gender and Cultural Barriers **( 2mks)**

## **QUESTION FOUR**

A report is a logical presentation of facts and information. Describe briefly with examples the format or structure of a report **( 10mks).**

## **QUESTION FIVE**

Etiquette means conventionally accepted rules of formal relations and personal behavior in a polite society. Explain the areas of official etiquette that

will suggest dignity and a sense of what is appropriate for a person of good breeding **(10mks)**.