



MAASAI MARA UNIVERSITY

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

**SCHOOL OF BUSINESS AND ECONOMICS
DIPLOMA IN BUSINESS MANAGEMENT.**

**COURSE CODE: DBM06
COURSE TITLE: BUSINESS COMMUNICATION**

DATE: 20/4/2023

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATE

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

QUESTION ONE (25 MARKS)

- a) Case study: A multi-national organisation operates in various countries including USA, China, India, Kenya, and Nigeria. The organisation manufactures and distributes agricultural equipment to local and international clients. In total the organisation has 8,000 employees in five countries and more than 1 million customers worldwide. The head office is based in Australia. In recent years the organisation is facing several communication challenges. They include:
- i. Ineffective use of social media such as blogs, wikis, social networks to support teams in sharing ideas, building knowledge bases and task management.
 - ii. Lack of quality feedback from clients on ways to improve product quality and service delivery
 - iii. Misunderstandings and lack of trust based upon intercultural communication issues in different contexts

Your manager has asked you to develop strategies and plans to improve communication at all levels in order to complete this task, you will need to review relevant academic literature and case studies to provide evidence and examples. Discuss with examples possible ways to improve communication in the organization. **(15marks)**

- b) (i) Define communication. **(1 mark)**
(ii) Explain the importance of communication. **(5 marks)**
(iii) Explain any two forms of communication. **(4 marks)**

QUESTION TWO

Explain the barriers of communication in an organization **(15marks)**

QUESTION THREE

- a) Define business ethics **(1 mark)**
b) Explain the importance of business ethics in an organization
..... **(6marks)**
c) Discuss the barriers to listening in communication. **(8marks)**

QUESTION FOUR

- a) Discuss the Impact of technology on communication in organizations.
(15marks)

QUESTION FIVE

- a) Explain advantages and disadvantages of upward and downward communication.
(9 marks)
b) Briefly discuss the listening strategies. **(6 marks)**

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