



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF THE
DIPLOMA BUSINESS ADMINISTRATION & COMMUNICATION SKILLS
SECOND SEMESTER 2022/2023
(SEPTEMBER - DECEMBER, 2022)

DBAD 0103/COMS 0101: BUSINESS COMMUNICATION

STREAM: Y2 S2

TIME: 2 HOURS

DAY: WEDNESDAY, 9:00 A.M – 11:00A.M

DATE: 07/12/2022

INSTRUCTIONS:

- 1. Do not write anything on this question paper.***
- 2. Answer ALL questions in section A (compulsory) and any other THREE questions in section B.***

SECTION A

- 1(a) Highlight two ways in which grapevine communication can affect the productivity of workers. (4 marks)
- (b) State three barriers to affect communication caused by the sender. (6 marks)
- (c) State three uses of full stop (3 marks)
- (d) List four types of visual communication
- (e) Highlight eight characteristics of communication

SECTION B 45 MARKS

- 2(a) Explain six principles of communication that are used to make communication effective in an organization. (8 marks)
- (b) Describe four qualities of a good interviewer. (7 marks)

3(a) Explain four advantages of oral communication. (8 marks)

(b) Explain seven benefits of using e-mail as means of communication (7 marks)

4(a) Explain four duties of a secretary. (8 marks)

(b) Explain four ways in which a speaker may hinder effective listening during a presentation. (7 marks)

5(a) Describe the communication process. (7 marks)

(b) Explain the corporate of communication in an organization. (8 marks)