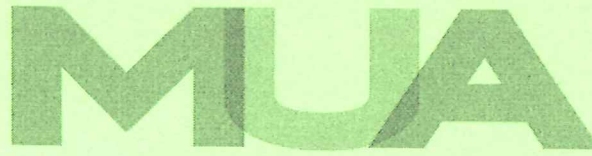


The
Management
University
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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF EDUCATION ARTS

BUS 204 : BUSINESS COMMUNICATION

DATE: 1ST AUGUST 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

BUSINESS COMMUNICATION SKILLS**Case study: Kenya Education Students' Conference at Nazarene University**

The 2024 Kenya Education Students' Conference is due in the next few weeks. For the first time, students of the Faculty of Education from Management University of Africa (MUA), Kisaju Campus have been invited to participate in the Kenya Education Students' Conference at Nazarene University. The main theme of the Kenya Education Students' Conference is to; *"Inculcate Communication Skills for Current and Future Endeavours for Visionary Communication Experts"*. One of the key objectives of this conference is to equip university students with critical skills to enable them to effectively communicate during and after their university education. Being a proactive communication student at the university you have been preparing and looking forward to the conference. Part of the preparation involves gaining the requisite knowledge and experience in communication as a means of actively participating in the conference. You are also required to equip and gain relevant knowledge on the seven C's of effective communication.

Further, it is a requirement for all the students participating in the conference to master key nonverbal communications relevant for effective transmission of messages. Finally, participating students are expected to prepare strategic power points related to the three main areas in the conference; knowledge of communication, seven C's of effective communication and nonverbal communication skills. As such, this is an ideal conference for students to gather relevant communication skills for effective participation in the conference. With the knowledge gained in this unit and since you have been selected as one of the key speakers in the conference, answer the following questions;

Required:

- a) Using relevant examples, illustrate why the knowledge of communication is critical for a student of education for effective participation in the Kenya Education Students' Conference **(10 marks)**
- b) With relevant examples, discuss five of the seven the seven C's of effective communication that you may apply in the conference **(10 marks)**
- c) Illustrate five elements of nonverbal communication that you may apply during the period of this conference **(5 marks)**

QUESTION TWO

- a) Kisaju Secondary School has an opening for a teacher of your subject combination. Since you have already graduated with a Bachelor of Education degree, write a job application letter seeking to fill this vacancy **(10 marks)**
- b) Effective minuting plays a critical role in capturing and recording institutional risks, issues and decisions. Illustrate the principles for effective minute writing **(5 marks)**

QUESTION THREE

- a) With relevant examples, assess five methods of overcoming communication barriers **(10 marks)**
- b) With relevant examples, examine five unique characteristics of an effective *circular letter* **(5 marks)**

QUESTION FOUR

- a) Propose any five advantages of visual communication **(5 marks)**
- b) With relevant examples, outline the ethics of visual communication **(10 marks)**

QUESTION FIVE

- a) Differentiate between the two major types of presentations that a student may participate in an organization **(5 marks)**
- b) Compare and contrast the internal and external barriers to communication **(10 marks)**

QUESTION SIX

- a) Proofreading can help you improve the readability and quality of your documents. With this insight, assess five strengths of the knowledge of proofreading for a university student **(10 marks)**
- b) Illustrate five typical signs of nervousness that may be visible during presentations **(5 marks)**