



**Riara School of Business**

*Nurturing business innovators*

**SEPTEMBER –DECEMBER 2019 TRIMESTER**

**EXAMINATION FOR DIPLOMA IN BUSINESS MANAGEMENT**

**DAY PROGRAMME**

**RBM 015: BUSINESS COMMUNICATION**

**DATE: DECEMBER, 2019**

**TIME: 2 HOURS**

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**INSTRUCTIONS**

- i) Answer question one and any other two**
- ii) Marks allocated to each question are shown at the end of the question**
- iii) Arrange your work neatly and indicate the questions answered in the examination booklet**
  
- iv) Do not write anything on the question Paper, use the back of your Answer Booklet for any rough work or Calculations.**

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**QUESTION ONE: COMPULSORY (30MKS)**

- a) “Effective communication is a part and parcel of any successful organization.” Explain FIVE C’s you need to consider in successful Business communication. (10 MARKS)**
  
- b) Successful organizations’ use communication as a building block to compete in the market place. Clarify FIVE importance of business communication. (10 MARKS)**
  
- c) Describe FIVE sources of cross-cultural differences in Business communication. (5MARKS)**

d) Explain **FIVE** essentials of a good presentation **(5MARKS)**

## **QUESTION TWO**

a) No matter the setting and number of people involved, communication involves a circular dynamic process. Describe the **SEVEN MAIN ELEMENTS** within the communication **MODEL. (14MARKS)**

b) Delineate **THREE** types of reports used in business communication. **(6MARKS)**

## **QUESTION THREE**

a) Much research has been done to try to break down **interpersonal communication** into a number of elements in order that it can be more easily understood. Explain **FIVE** elements in interpersonal communication in Businesses **(10MARKS).**

b) Elaborate **FIVE** advantages of written communication in Business Organizations. **(10MARKS).**

## **QUESTION FOUR**

a) 21<sup>st</sup> century organization are increasingly using e-mail as an official channel of communication. Examine **FIVE** email etiquette in business communication. **(10MARKS)**

b) Internal Communication flows in **FIVE MAIN DIRECTIONS** within an Organization. Explain. **(10MARKS).**