



kasneb

CS PART I SECTION 1

BUSINESS COMMUNICATION

TUESDAY: 22 May 2018.

Time Allowed: 3 hours.

Answer question ONE and any other FOUR questions. ALL questions carry equal marks.

QUESTION ONE

KILIMO AGRICULTURE ENTERPRISES (KAE)

Kilimo Agriculture Enterprises (KAE) has employed you as a secretary to the Managing Director (MD). The company distributes farm implements and veterinary products to agrovet stores and also sells directly to large scale farmers throughout the country. For some time now, the managing director, Eric Moto has been of the opinion that many processes within the enterprise could be improved for higher productivity. The MD has observed that some employees are making unwarranted mistakes which are passed on to other departments. These mistakes do not only cost the company time and money, but also delays in conclusion of business deals. In most cases, the mistakes have resulted to increased cases of customer apathy.

The MD convened a senior management meeting on Friday, 18 May 2018 at 9.00 a.m. in the boardroom. During the meeting, it was resolved that a staff retreat be organised where employees of KAE will be trained to enable them improve their skills and standards of work. The retreat is scheduled to be held on Friday, 1 June 2018 and Saturday, 2 June 2018 at Unity Park, a game park which is located 20 kilometres from KAE head office. The facility has ample accommodation and parking space and a well equipped conference centre. A game drive will be arranged by the hotel for KAE employees during their free hours. The MD has also requested the hotel to prepare dinner for KAE employees in the dining room which overlooks the Zebra pool. A special guest speaker, Professor Mambo, has been invited to make a presentation with the theme of "getting it right the first time". He is a management guru and an excellent motivational speaker.

Required:

- (a) As the secretary to the Managing Director (MD), draft a memo to be issued to each member of staff informing them of the retreat. (10 marks)
 - (b) Write an official notice to all the customers of Kilimo Agriculture Enterprises (KAE) notifying them of closure of operations during the period of the staff retreat. (10 marks)
- (Total: 20 marks)

QUESTION TWO

- (a) Outline six benefits of using a centralised mailing system in an organisation. (6 marks)
 - (b) The introduction of a guest speaker in an event can make or break a speech.
With reference to the above statement, analyse three benefits of an effective introduction of a guest speaker. (6 marks)
 - (c) Discuss four steps of writing an informational report. (8 marks)
- (Total: 20 marks)

QUESTION THREE

- (a) Highlight four demerits of using flipcharts during a presentation. (4 marks)
 - (b) Outline six features of grapevine communication. (6 marks)
 - (c) Examine five factors that might affect the effectiveness of a group. (10 marks)
- (Total: 20 marks)

QUESTION FOUR

- (a) Vocal qualities are variations in the way we speak.
With reference to the above statement, explain six vocal qualities. (6 marks)
 - (b) Summarise four benefits of maintaining an effective internal communication system in an organisation. (4 marks)
 - (c) Discuss five contemporary issues that have contributed to the growth of the business communication discipline. (10 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Explain six yardsticks for measuring the effectiveness of a business proposal. (6 marks)
 - (b) Describe four types of files used in an organisation. (4 marks)
 - (c) With reference to groups, examine five forms of communication networks. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Highlight six elements of the communication process model. (6 marks)
 - (b) Summarise four netiquette rules applicable to participants in a group. (4 marks)
 - (c) Evaluate five techniques for developing paragraphs while writing for business. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Analyse five uses of blogs by an organisation. (10 marks)
 - (b) In the context of meetings, explain the following terms:
 - (i) Kangaroo closure. (2 marks)
 - (ii) Addendum to a motion. (2 marks)
 - (c) Summarise six characteristics of a good filing system. (6 marks)
- (Total: 20 marks)**
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