



CS PART I SECTION 1
BUSINESS COMMUNICATION

TUESDAY: 21 May 2019.

Time Allowed: 3 hours.

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

QUESTION ONE

Rapture Ltd. is a company incorporated in your country. Its board of directors is composed of eleven members who are tasked with making major decisions in the company. Board meetings are usually held three times a year with a provision for special meetings when necessary. The next board meeting is scheduled for Friday, 31 May 2019.

The company runs three product lines namely, detergents, food processing and packaging materials. The company's financial analyst has reviewed the performance of each of the product lines for the past three years and has made the following observations:

- Due to a change in government policy, the packaging materials line has been performing poorly with profits dropping drastically from Sh.150 million in 2017 to Sh.30 million in 2018. The future projection shows that the line will be running at a loss which could affect the overall performance of the company.
- The detergents line's performance has been fairly stable with very slight fluctuations in profits. The line recorded a profit of Sh.200 million in 2018 which was an increment of 1% as compared to the previous year.
- The food processing line has performed well during the period under review, with profits showing a favourable trend. This line has had profit increasing at an average rate of 10% every year since 2013 when the profits were Sh.50 million.

The financial analyst has suggested that the packaging materials line should be divested and the funds raised invested in the food processing line.

As the company secretary, the chief executive officer has requested you to inform the board members of the next meeting.

Required:

- (a) Using the above information and any other relevant information, prepare a notice of a meeting which includes an agenda to be sent to the board members. (10 marks)
 - (b) Draw a bar graph showing the performance of the three product lines for the past three years, to be presented to the board members during the meeting. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Outline six measures which management could institute to control grapevine in an organisation. (6 marks)
 - (b) State three basic principles which could be observed while writing a report in each of the sections highlighted below:
 - (i) Findings. (3 marks)
 - (ii) Recommendations. (3 marks)
 - (c) Outline five objectives of critical listening. (5 marks)
 - (d) Summarise three merits of using flipcharts in a presentation. (3 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) In relation to nonverbal communication, explain the following terms:
- (i) Paralanguage. (2 marks)
 - (ii) Proxemics. (2 marks)
 - (iii) Kinesics. (2 marks)
- (b) Discuss five ways in which non-verbal communication interacts with verbal communication. (10 marks)
- (c) Highlight four roles played by the sender in the communication process. (4 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Describe six demerits of interviews. (6 marks)
- (b) Explain three reasons why one might include sources of information in a proposal. (6 marks)
- (c) Assess four disadvantages associated with formal communication in an organisation. (8 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Examine four types of layouts for a business letter. (8 marks)
- (b) Analyse six formal channels of upward communication which may be used in an organisation. (12 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain five channels of non-verbal communication. (10 marks)
- (b) Cite six reasons why an organisation may prefer to store records in microfilm. (6 marks)
- (c) Describe four visual aids which may be used in a presentation. (4 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) State six measures that might be taken to ensure effective communication in a team. (6 marks)
- (b) Outline six factors to consider when writing for the web. (6 marks)
- (c) With reference to report writing:
- (i) Highlight four reasons that may call for collaborative report writing. (4 marks)
 - (ii) Summarise four factors which should be considered when constituting a group for an assignment. (4 marks)
- (Total: 20 marks)**
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