

KASNEB

CS PART I SECTION 1

BUSINESS COMMUNICATION

MONDAY: 23 November 2015.

Time Allowed: 3 hours.

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

QUESTION ONE

Nyondia Supermarkets Limited, a company incorporated in Kenya operates supermarkets in Uganda, Rwanda and Kenya. Strategic decisions are made by the Chief Executive Officer (CEO) with approvals from the Board of Directors. The board is headed by a Chairman and comprises of nine directors. The board carries out most of its functions through various committees. These committees include; the Executive Committee, Audit and Risk Committee, Finance and Planning Committee and Nominations Committee.

Some executive officers of the company such as the Chief Operations Officer and the Chief Finance Officer normally accompany the CEO to board meetings. The board meets once in every quarter but at times special meetings are held when deemed necessary. The quorum is made up of five directors.

During the last board meeting held on 13 August 2015, the board resolved that:

- The organisational structure be flattened in order to increase efficiency.
- The position of the Chief Procurement Officer be filled.
- A feasibility study on venturing into South Sudan be carried out.

It was agreed that the next meeting would be held on 23 November 2015 starting from 9.00 a.m.

Required:

Assuming that you are the company secretary of Nyondia Supermarkets Limited, using the above information and any other relevant information:

- (a) Prepare a board paper to guide members of the board during the meeting scheduled for today. (10 marks)
- (b) Write the minutes of today's board meeting. (10 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Outline five benefits of intranets in an organisation. (5 marks)
- (b) (i) Identify four benefits of diagonal communication. (4 marks)
- (ii) Highlight four limitations of downward communication. (4 marks)
- (c) Summarise seven psychological barriers to effective communication. (7 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) State six benefits of preparing an agenda for a meeting. (6 marks)
- (b) Describe six characteristics of a good report. (6 marks)
- (c) (i) Explain the term "progress report". (2 marks)
- (ii) Describe the details that might be covered in a progress report. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Describe the roles of the following during a meeting:
 - (i) Chairman. (5 marks)
 - (ii) Secretary. (5 marks)
 - (iii) Ordinary members. (5 marks)
 - (b) Identify five benefits that could accrue to an organisation from the use of courier services over ordinary mail services. (5 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) With the use of a suitable example, define the term "ethnocentrism". (2 marks)
 - (b) State eight strategies the chairman of an organisation could employ during a shareholders meeting in order to enhance credibility of his presentation. (8 marks)
 - (c) With reference to instructions, outline ten measures a company secretary should take in order to elicit desirable behaviour from subordinates. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain five principles of effective communication. (10 marks)
 - (b) Analyse five types of committees likely to be found in an organisation. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Suggest circumstances under which the corporation secretary might prefer to communicate through letters instead of:
 - (i) E-mail. (3 marks)
 - (ii) Fax. (2 marks)
 - (b) Summarise five ways of enhancing the effectiveness of telephone calls. (5 marks)
 - (c) Describe five parts of a formal report. (10 marks)
- (Total: 20 marks)**
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