

# KASNEB

## CS PART I SECTION 1

### BUSINESS COMMUNICATION

TUESDAY: 24 May 2016.

Time Allowed: 3 hours.

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

#### QUESTION ONE

An international body has advertised for the position of senior administrative officer. Assume that you meet the qualifications for the post which have been posted on the organisation's website and wish to apply for the position.

##### Required:

- (a) Prepare a detailed curriculum vitae that you will use to apply for the above position. (12 marks)
- (b) Draft an application letter to accompany the curriculum vitae. (8 marks)
- (Total: 20 marks)**

#### QUESTION TWO

- (a) Analyse five types of gestures used in communication. (10 marks)
- (b) Highlight four benefits of recording inward bound mail in a mail register. (4 marks)
- (c) Suggest six reasons why organisations are increasingly adopting web conferencing. (6 marks)
- (Total: 20 marks)**

#### QUESTION THREE

- (a) Discuss four types of communication models. (8 marks)
- (b) Outline five steps followed in précis writing. (5 marks)
- (c) Summarise seven techniques that a speaker might use while responding to questions from the audience after making a presentation. (7 marks)
- (Total: 20 marks)**

#### QUESTION FOUR

- (a) Highlight four unique characteristics of verbal communication. (4 marks)
- (b) Outline six qualities of ethical communication. (6 marks)
- (c) Discuss five factors that might hinder consensus building in a meeting. (10 marks)
- (Total: 20 marks)**

#### QUESTION FIVE

- (a) Prepare a checklist that one would use to assess the effectiveness of a business letter. (7 marks)
- (b) (i) Summarise three uses of a questionnaire in an organisation. (3 marks)
- (ii) Outline six qualities of a well designed questionnaire. (6 marks)
- (c) Highlight four benefits of effective communication. (4 marks)
- (Total: 20 marks)**

#### QUESTION SIX

- (a) Explain two benefits and two limitations of using each of the following graphic presentations in business communication:
- (i) Tables. (4 marks)
- (ii) Bar graphs. (4 marks)
- (iii) Pie-charts. (4 marks)
- (b) Summarise the contribution of etiquette to the effectiveness of a team at the work place. (8 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) Examine three organisational patterns used to arrange data and information while writing a proposal. (6 marks)
  - (b) Identify six types of non-verbal signals used in communication. (6 marks)
  - (c) Discuss the merits and demerits of using grapevine communication in an organisation. (8 marks)
- (Total: 20 marks)**

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