



MURANG'A UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY)

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF PURCHASING AND SUPPLIES MANAGEMENT

YEAR OF STUDY: ONE

SEMESTER: TWO

ACADEMIC YEAR: 2015/2016

COURSE CODE: HSP 2107

COURSE TITLE: BUSINESS COMMUNICATION AND WRITING SKILLS

DATE: 19th APRIL 2016

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term business communication (2mks)
- b) Differentiate between statutory and non statutory reports (4mks)
- c) For communication to be effective, the communicator must be very careful in the choice of media. Give five factors that one should consider when choosing the media of communication (5mks)
- d) Highlight the functions of the secretary on the day of the meeting (5mks)
- e) Give five types of interviews (5mks)
- f) Education in the business organization is carried out at three levels. Discuss these levels (9mks)

QUESTION TWO (20 MARKS)

Imagine you are the university librarian. Write a memo to the students who use the library asking them to ensure that they observe library rules, especially regarding silence and proper return of books (15mks)

Discuss the differences between a letter and a memo as a form of communication (5mks)

QUESTION THREE (20 MARKS)

Bidii Saving and Credit Cooperative held its annual general meeting on 9th April 2016. The following is the agenda

- i) Preliminaries
- ii) Read and confirm the minutes of the previous meeting
- iii) Matters arising from minutes of the meeting held on 5th April 2015
- iv) Chairperson's report
- v) Treasurer's report and audited accounts
- vi) Elections for officials
- vii) Any other business

Write the minutes of this meeting

QUESTION FOUR (20 MARKS)

- a) Imagine you have been invited for an interview. Discuss the preparations you should make before the interview (10mks)
- b) How should you conduct yourself during the interview (10mks)

QUESTION FIVE (20 MARKS)

- a) Discuss the factors that you should consider when writing an advertisement (10mks)
- b) Imagine you are an up- and –coming entrepreneur and you are about to open a business. Write an advertisement, highlighting those aspects you feel should appeal to your potential customers (10mks)