



MURANG'A UNIVERSITY COLLEGE

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

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF LIBERAL STUDIES

SPECIAL/SUPPLEMENTARY EXAMINATION FOR THE BACHELOR OF PURCHASING AND SUPPLIES
MANAGEMENT

UNIT CODE: HPS 2107

UNIT TITLE: BUSINESS COMMUNICATION AND WRITING SKILLS

TIME: 2 HOURS

DATE:

ACADEMIC YEAR: 2014/2015

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term communication. (3 marks)
- b) Highlight the importance of effective communication in a business organization.(5 marks)
- c) Give five reasons why a memo is used as a form of communication in a business organization.(5 marks)
- d) Distinguish between statutory and non-statutory reports.(4 marks)

- e) Give types of business letters.(5 marks)
- f) Discuss the disadvantages of using the E-mail as a form of communication in a business organization.(5 marks)

QUESTION TWO (20 MARKS)

Discuss the merits and limitations of written communications.

QUESTION THREE (20 MARKS)

Mr. John Omangi an assistant accountant in your company has not been working satisfactorily. Write a letter to him terminating his services.

QUESTION FOUR (20 MARKS)

- a) Briefly discuss some important methods of making advertisements attractive and effective.(10 marks)
- b) Draft an advertisement for a new product that your company wants to release to the market.(10 marks)

QUESTION FIVE (20 MARKS)

- a) Explain briefly the role of a chair person in a meeting.(5 marks)
- b) Wananchi stock brokers company held its Annual General Meeting on 14th march, 2015. Write the minutes of that meeting.(15 marks)