



**CS PART I SECTION 1**

**BUSINESS COMMUNICATION**

**TUESDAY: 28 November 2017.**

**Time Allowed: 3 hours.**

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

**QUESTION ONE**

**BELLION TUINUANE VIJANA (BTV)**

Bellion Tuinuane Vijana (BTV) is a youth group which was registered with the Ministry in charge of youth affairs in the year 2010. The group engages in rearing of dairy goats. BTV acquired an acre of land through leasehold arrangement in the year 2012. The lease term was three years with an option for renewal.

BTV youth group currently has 82 members with majority of them being aged 25 years and below. Of late, the group has been facing managerial challenges. A meeting has been called to discuss the challenges and come up with a way forward. Some of the issues to be discussed in the meeting include:

- Review of the group's constitution.
- Filling of the treasurer position.
- Frequency of holding meetings.
- Change of bank account mandate from "any to sign" to "three to sign".
- Audit of the books of account.
- Diversification of the group's activities.

The meeting will be held on Friday, 22 December 2017 at Mavombo Restaurant.

**Required:**

As the secretary of Bellion Tuinuane Vijana (BTV):

- (a) Prepare a notice of the meeting to be sent to all the 82 group members. The notice should include the agenda for the meeting. (8 marks)
- (b) Write the minutes of the meeting assuming that the meeting has already been held. (12 marks)
- (Total: 20 marks)**

**QUESTION TWO**

- (a) Describe three formats of a business letter. (6 marks)
- (b) List six guidelines an interviewee should observe while answering interview questions. (6 marks)
- (c) Discuss four types of fear that could inhibit establishment of close interpersonal relationships between employees in an organisation. (8 marks)
- (Total: 20 marks)**

**QUESTION THREE**

- (a) Enumerate six factors which might determine how a receiver decodes a message. (6 marks)
- (b) (i) In relation to styles of communication, explain the term "assertive communication". (2 marks)
- (ii) Outline six guidelines for assertive communication. (6 marks)
- (c) Examine three categories of gestures. (6 marks)
- (Total: 20 marks)**

**QUESTION FOUR**

- (a) Analyse five techniques of conducting a job interview. (10 marks)
  - (b) With reference to group communication, examine five characteristics of informal groups. (10 marks)
- (Total: 20 marks)**

**QUESTION FIVE**

- (a) Describe the following types of conferences:
    - (i) Informational conference. (2 marks)
    - (ii) Suggested solution conference. (2 marks)
    - (iii) Problem solving conference. (2 marks)
  - (b) With reference to records keeping, identify six characteristics of a centralised system. (6 marks)
  - (c) A good speaker always puts into consideration the way in which the speech is to be conveyed to the audience.  
With reference to the above statement, describe four methods of delivering a speech. (8 marks)
- (Total: 20 marks)**

**QUESTION SIX**

- (a) In relation to non-verbal communication, explain the following terms:
    - (i) Chronemics. (2 marks)
    - (ii) Haptics. (2 marks)
    - (iii) Oculesics. (2 marks)
  - (b) Examine five patterns of organising a speech. (10 marks)
  - (c) Highlight four characteristics of a good business proposal. (4 marks)
- (Total: 20 marks)**

**QUESTION SEVEN**

- (a) With reference to group decision making, discuss the delphi technique. (10 marks)
  - (b) Outline four purposes of writing routine reports. (4 marks)
  - (c) Summarise six guidelines for handling ethical dilemmas. (6 marks)
- (Total: 20 marks)**
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