



**Riara School of Business**  
*Nurturing business innovators*  
**MAY-AUGUST SEMESTER, 2023**  
**EXAMINATION FOR DIPLOMA IN BUSINESS MANAGEMENT**  
**DAY PROGRAMME**  
**RBM 015: BUSINESS COMMUNICATIONS**

**DATE:** **AUGUST,** **2023**  
**TIME: 2 HOURS**

**GENERAL INSTRUCTIONS:**

Students are NOT permitted to write on the examination paper during reading time.  
This is a closed book examination. Text book/Reference books/notes are not permitted.

**SPECIAL INSTRUCTIONS:**

- 1 Write your REGISTRATION NO. clearly on the answer booklet(s).
- 2 Answer Question One and ANY other TWO questions.
- 3 Questions in all sections should be answered in answer booklet(s).
- 4 Marks allocated to each question are shown at the end of the question.
- 5 PLEASE start the answer to EACH question on a NEW PAGE.
- 6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
- 7 Write your answers in paragraph form unless stated otherwise.
- 8 Keep your phone(s) SWITCHED OFF at the front of the examination room.
- 9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
- 10 You are only allowed to leave the examination room 30minutes to the end of the Examination.

### **QUESTION ONE: COMPULSORY (20MKS)**

- a) Describe the **SEVEN** elements within the communication process. **(7 Marks)**
- b) Evaluate **SIX** essentials of a good presentation. **(6 Marks)**
- c) Successful organization are said to be driven by effective communication. Discuss **SEVEN** C's managers apply in successful business communication. **(7 Marks)**

### **QUESTION TWO**

- a) Discuss **FOUR** main directions in which internal Communication flows within an Organization. **(8 Marks)**
- b) You have been called to attend an interview at Riara University for a job position in Accountant. Summarize **SIX** tasks that you need to complete as you prepare for the success of your interview. **(12 Marks)**

### **QUESTION THREE**

- a) Meetings occur when groups of people gather to discuss, and try to resolve matters which are of a mutual concern. If a business meeting has little or no structure, the results are unproductive and dissatisfying for all concerned. Explain the **FOUR** main structures used for a productive meeting. **(8 Marks)**
- b) Discuss **SIX** essential qualities of a good business letter **(12 Marks)**

### **QUESTION FOUR**

- a) Discuss the **FIVE** effective listening Habits. **(10 Marks)**
- b) Explain the **Three** Step Writing Process **(10 Marks)**

