

QUESTION ONE: COMPULSORY (20MKS)

- a) Elaborate the **SEVEN elements** within the communication **process**. (14 Marks)
- b) Evaluate **TWO** essentials of a good presentation. (2 Marks)
- c) Successful organization are said to be driven by effective communication. Describe **SEVEN C's** managers apply in successful business communication. (14 Marks)

QUESTION TWO

- a) Use of e-mail for official communication is the norm in this era. Examine **FIVE** email etiquette in business communication. (10 Marks)
- b) Assess **FIVE** demerits of using oral media of communication (10 Marks)

QUESTION THREE

- a) You have been called to attend an interview at Riara University. Summarize **SIX** tasks that you need to complete as you prepare for the success of your interview. (12 Marks)
- b) Discuss **SIX** essential qualities of a good business letter (12 Marks)

QUESTION FOUR

- a) Describe **FIVE** collaboration tools that can be used for meeting facilitation when distance or other factors prevent face-to-face gatherings (10 Marks)
- b) Evaluate **FIVE** factors to consider in negotiation management (10 Marks)