



**Riara School of Business**  
*Nurturing business innovators*

**SEPTEMBER-DECEMBER TRIMESTER  
EXAMINATION FOR DIGREE OF BUSINESS ADMINISTRATION**

**DAY PROGRAMME**

**RBM 015: BUSINESS COMMUNICATION**

**DATE: 8<sup>TH</sup> DECEMBER 2022**

**TIME:**

**2 HOURS**

**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. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in the book.
11. Fasten the supplementary pages to the inside back cover of the booklet.

### **QUESTION ONE (COMPULSORY – 30 MARKS)**

- a) Compare the oral and written channels of communications **(10 marks)**
- b) Communication channels refer to the way this information flows within the organization and with other organization. Describe **FIVE** elements of a communication channel **(10 marks)**
- c) Research has proved that it is easier for people to retain visual information rather than text information. Elaborate **FIVE** basic principles of creating effective visuals in communication. **(10 marks)**

### **QUESTION TWO**

- a) Many companies develop difficulties within their organization due to communication issues. Discuss **FIVE** barriers to effective communication **(10 marks)**
- b) Your department has hired a new employee from Tanzania who is just learning to speak English. Assess **FIVE** techniques you will use to listen more effectively to your new colleague. **(10 marks)**

### **QUESTION THREE**

- a) Explain **FOUR** forms of nonverbal communication and give a workplace example of each **(8 marks)**
- b) Evaluate **FOUR** content characteristics of a successful report drafting. **(12 marks)**

### **QUESTION FOUR**

- a) Describe **THREE** collaboration tools that can be used for meetings facilitation when distance or other factors prevent face-to-face gatherings. **(10 marks)**

- b) Negotiation is a discussion among people which takes into account everybody's needs and interests so that no one is at loss. Examine **Distributive and Integrative approaches** in negotiation management **(10 marks)**