



SEPTEMBER - DECEMBER 2022 SEMESTER

EXAMINATION

DEGREE IN BUSINESS MANAGEMENT

BBA 303: BUSINESS COMMUNICATIONS AND NEGOTIATIONS

DATE: 1ST DECEMBER 2022

TIME: 2HRS

(5.30-7.30PM)

INSTRUCTIONS

- i) Answer question one and any other two
 - ii) Marks allocated to each question are shown at the end of the question
 - iii) Arrange your work neatly and indicate the questions answered in the Examination booklet
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QUESTION ONE - COMPULSORY - (30 MARKS).

- a. Explain how the following aspects of verbal communication bring out different meanings:
 - a. Strength of our voice (1 Mark)
 - b. Tone of our voice (1 Mark)
 - c. Speed of our voice (1 Mark)
 - d. Pacing (1 Mark)
 - e. Timing and relevance (1 Mark)
- b. Describe the negotiations roles that have to be filled to conclude negotiations successfully (10 marks).
- c. Assess at least **FIVE** ingredients to successful business negotiation. **(10 marks)**.
- d. Elaborate **five** essentials of effective business interview. **(5Marks)**.

QUESTION TWO (20 MARKS).

- a. Discuss the statement, "Strategic business communication is the heart and soul of the business." **(10 marks)**.
- b. Evaluate the various channels of communication that are available in enhancing business communication and negotiations. **(10 marks)**.

QUESTION THREE: (20 MARKS).

- a. "New technologies has disrupted business communication as we knew it." Relate this statement with the current business environment while giving relevant illustrations. **(10 marks)**.
- b. Assess the various barriers to effective business communication while giving relevant solutions. **(10 marks)**.

QUESTION FOUR (10 MARKS).

- a. Business are becoming more conscious of environmental, social and governance (ESG). These are non-financial factors investors use to measure an investment or company's sustainability. Compose a business communication message showing the company consciousness ESG as way to contribute global sustainability requirements. **(5 marks)**.
- b. Summarise **five** types of writings for a functional business in our world today. **(10 marks)**.

c. Explain the relevance of social media in the modern business communication. **(5 marks)**.