



Riara School of Business
Nurturing Business Innovators

JANUARY-APRIL 2024 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION & BACHELOR
OF BUSINESS INFORMATION TECHNOLOGY
DAY PROGRAMME
RBA 303: BUSINESS COMMUNICATION AND NEGOTIATIONS

DATE: 18TH APRIL 2024
HOURS

TIME: 2

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. 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 this book
11. Fasten the supplementary pages to the inside back cover of this booklet

QUESTION ONE (Compulsory)

Case Study

Following an online search, you come across a job vacancy for Head of Customer Service for a Multinational Manufacturing firm in Industrial Area, Nairobi, Kenya. The Company is targeting to employ a young, dynamic and information technology compliant Customer Service Manager to build the Customer Service Department which has been dormant for long! This is a demanding job which requires setting up Information Communication Technology and Customer Service systems: this is to enhance service delivery and address constant customer complaints relating to poor communication by the Company and information mismanagement generally.

Having attended a Business Communication and Courtesy course, you feel confident about making an application for the job offer. Your business studies and information technology background is good enough besides your desire to interact with Customers. This opportunity will equally require you to manage several staff who will be working in your Department besides long-term planning and steering leadership and planning for your team. The job application process would require you to do a Letter of Application for employment, a Cover Letter and a 10 minutes Oral Interview at the Company's Head Office.

Having read through the Case study above, you are required to answer the following questions:

- a) Describe THREE Information Communication Technology (ICT) channels that you would recommend to improve communication efficiency in the company **(6 marks)**
- b) Explain THREE elements of Customer service that should form the core of your Department's Customer Service Policy assuming you get employed **(6 marks)**
- c) Describe THREE essentials of good oral communication to be adopted by your Department in order to improve the image of the company **(6 marks)**
- d) Explain THREE key issues that you would focus on as you prepare for your oral interview at the Company's Head Office **(6 marks)**
- e) Discuss the main contents of your Letter of Application for employment in terms of the scope of Paragraph 1, 2 and 3 **(6 marks)**

QUESTION TWO

- a) Discuss FOUR barriers to effective written communication in business **(8marks)**
- b) Describe THREE Information technology media, of a Customer service system, that would improve communication with customers in different continents **(6 marks)**
- c) Discuss THREE contents of a good Curriculum Vitae (CV) assuming that you are applying for a competitive job in an Insurance Company which is recruiting Customer service staff **(6 marks)**

QUESTION THREE

- a) Discuss THREE types of job interviews by citing some relevant examples **(6 marks)**
- b) As a Chief Executive Officer, explain THREE things that you should consider as you plan to communicate bad news to your staff with an intention of managing the negative effects of such bad news **(6 marks)**
- c) Describe the problem of language and culture in influencing the intended meaning of communication in the business environment **(8 marks)**

QUESTION FOUR

- a) Describe THREE challenges/shortcomings of using social media and other forms of informal communication to communicate in a business environment such as a Commercial Bank **(6 marks)**
- b) Explain THREE negotiation skills that a manager could adopt in bargaining for reduction in price by a Supplier who is bidding to supply the firm with a new product **(6 marks)**
- c) Explain FOUR ways in which a Supermarket can utilize information technology to communicate its performance **(8 marks)**