



Riara School of Business
Nurturing business innovators
MAY–AUGUST 2023 TRIMESTER
EXAMINATION FOR DIGREE OF BUSINESS ADMINISTRATION
DAY PROGRAMME
RBA 303: BUSINESS COMMUNICATION & NEGOTIATIONS

DATE: 7TH AUGUST 2023
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 – 30 marks)

- a) Evaluate **FIVE** nonverbal channels of communications clearly stating how a manager in a business organization can utilize each of them **(10 marks)**
- b) Analyze **FOUR** types of notations which might appear after the signature at the bottom of a business letter **(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** strategies a chairperson of a meeting could utilize to ensure the meeting is effective **(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) Assess **FIVE** benefits of preparing an agenda for a meeting in business **(8 marks)**
- b) Evaluate **SIX** content characteristics of a successful Report Drafting. **(12 marks)**

QUESTION FOUR

- a) Highlight **FIVE** collaboration tools that can be used for meetings facilitation when distance or other factors prevent face-to-face gatherings. **(5 marks)**
- b) Suggest **FIVE** reasons why companies are increasingly using web conferencing **(5 marks)**
- c) Negotiation is a discussion among people which takes into account everybody's needs and interests so that no one is at loss. Examine **FIVE** factors to consider in negotiation management **(10 marks)**