



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

**JANUARY - APRIL 2024 TRIMESTER EXAMINATIONS**  
**DAY PROGRAMME**  
**EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION**  
**RBM 015: BUSINESS COMMUNICATION**

**DATE: 12<sup>TH</sup> APRIL 2024**  
**HOURS**

**TIME: 2**

**GENERAL INSTRUCTIONS:**

- i. Students are **NOT** permitted to write on the examination paper during reading time.
- ii. 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 (30 MARKS)**

- a) Describe the **FIVE** traits of a good listener. **(10 marks)**
- b) Explain **FIVE** unique challenges associated with online presentations. **(10 marks)**
- c) Outline **FIVE** different types of interviews. **(10 marks)**

### **QUESTION TWO**

- a) Explain the **FIVE** elements of communication and their roles in effective message transmission. **(10 marks)**
- b) Explain **FIVE** forms of communication in an organization. **(10 marks)**

### **QUESTION THREE**

- a) Describe the importance of nonverbal communication during a presentation. How can gestures, eye contact, and body language enhance or detract from your message? **(10 marks)**
- b) Explain the **FIVE** factors you would consider when selecting a communication medium. **(10 marks)**

### **QUESTION FOUR**

- a) Explain **FIVE** ways of classifying reports. **(10 marks)**
- b) Explain **FIVE** factors that a chair of a meeting should follow in order to have a successful meeting. **(10 marks)**

### **QUESTION FIVE**

- a) Elaborate the steps involved in the process of communication. **(10 marks)**
- b) Explain the **FIVE** different types of communication barriers. **(10 marks)**