



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

**JANUARY –APRIL 2023 TRIMESTER**  
**EXAMINATION FOR DIGREE OF BUSINESS ADMINISTRATION**

**EVENING PROGRAMME**

**RBA 303: BUSINESS COMMUNICATION & NEGOTIATIONS**

**DATE: 5<sup>th</sup> APRIL 2023**

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

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

- a). Critically Examine the AIDA model of communication. **(10 Marks)**
- b). Discuss **FIVE** factors that you would consider while profiling your audience. **(10 Marks)**
- c). Describe **Five** ways on how you would establish credibility in writing business messages. **(10 Marks)**

### **QUESTION TWO**

- a). Describe the **THREE** step writing process of a proposal. **(10 Marks)**
- b). Evaluate the “you attitude” model in relation to writing business proposals. **(10 Marks)**

### **QUESTION THREE**

- a). Discuss **FOUR** vital characteristics of ethical of communication. **(8 Marks)**
- b). Describe the content characteristics of a successful report drafting. **(12 Marks)**

### **QUESTION FOUR**

- a). Discuss **FIVE** basic principles of creating effective visuals in communication. **(10 Marks)**
- b). Examine **FIVE** different types of listening in business communication. **(10 Marks)**

### **QUESTION FIVE**

- a). Briefly discuss the **FIVE** types of business negotiation analysis. **(10Marks)**
- b) Describe **FIVE** factors to consider in negotiations management. **(10Marks)**