



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

P.O. Box 908  
30100 Eldoret – Kenya  
Telephone: 0728458276  
Fax: 254-20-891084  
Email: academics@cuea.edu

GABA CAMPUS - ELDORET

MAIN EXAMINATION

SEPTEMBER – DECEMBER 2022 TRIMESTER

SCHOOL OF BUSINESS

ORDINARY DIPLOMA IN BUSINESS MANAGEMENT

DEPARTMENT OF MARKETING AND MANAGEMENT

CMD 073: INTRODUCTION COMMUNICATION IN BUSINESS

Date: December 2022

Duration: 2 Hours

Instructions: Answer Question ONE and any other TWO questions

## QUESTION ONE

- a) Define the following terms
- i) Encode (2 Marks)
  - ii) Decode (2 Marks)
  - iii) Para language (2 Marks)
- b) Highlight the Four goals of communication (4 Marks)
- c) Briefly state FIVE reasons why business communication is important. (5 Marks)
- d) Briefly explain the importance of note taking (5 Marks)
- e) State FOUR types of communication (4 Marks)
- f) Explain briefly THREE types of reports (3 Marks)
- g) State THREE functions of images (3 Marks)

## QUESTION TWO

- a) Explain the communication process (10 Marks)
- b) Explain FIVE barriers of effective communication (10 Marks)

## QUESTION THREE

- a) Explain any 5 C s of effective communication (10 Marks)
- b) Highlight FIVE advantages of conducting interviews (10 Marks)

## QUESTION FOUR

- a) Explain FIVE principles of oral communication (10 Marks)
- b) Explain FIVE barriers to writing skills (10 Marks)

### QUESTION FIVE

- a) Briefly state FIVE reasons explaining why listening is important **(10 Marks)**
- b) Explain FIVE forms of non verbal communication **(10 Marks)**

**\*END\***

DEC.22.DTIE