



# THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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**MAIN EXAMINATION**

**AUGUST - DECEMBER 2016 TRIMESTER**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING AND MANAGEMENT**

**EVENING PROGRAMME**

**CMD 073: COMMUNICATION IN BUSINESS**

**Date: DECEMBER 2016**

**Duration: 2 Hours**

**INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions**

- Q1. a) What is communication? (2 marks)
- b) Explain the communication process. (18 marks)
- c) Draw a distinction between memo and a letter. (5 marks)
- Q2. Communication is the bloodline of the organization. Explain the purpose of communication in a business organization. (20 marks)
- Q3. Highlight factors that affect our perception. (20 marks)
- Q4. What role does face-to-face communication play in accomplishing business objectives? (20 marks)

**\*END\***