



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

AUGUST - DECEMBER 2016 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMD 073: COMMUNICATION IN BUSINESS

Date: DECEMBER 2016

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Explain various types and importance of non-verbal communication to modern management practice. **(10 Marks)**
- b) Discuss the process of communication ensuring you highlight the elements of communication process. **(10 marks)**
- c) Discuss various forms of mechanical media of communication giving their advantages and disadvantages **(10 Marks)**
- Q2. a) Explain the essential for effective and active listening in an office environment **(10marks)**
- b) "A picture is worth a thousand words". Discuss the reasons why visual/nonverbal communication is an important form of communication **(10marks)**
- Q3. As an expert in communication, you have been invited to be a facilitator in a seminar on the impact of effective communication to management. Outline the points that you will provide to the participants on the following:
- a) Major reasons for communication break-down **(10marks)**
- b) Explain the factors to be considered in office layout **(10marks)**
- Q4. Write short notes on the terms below which explain flow of communication in organization giving advantages and disadvantages of each;

- a) Vertical communication
- b) Downward communication
- c) Upward communication
- d) Lateral communication
- e) Diagonal communication

(20 marks)

END