



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN
HUMAN RESOURCES, INDUSTRIAL AND LABOUR
RELATIONS MANAGEMENT**

BUSINESS COMMUNICATION

HHRM 124

PART 1 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: JUNE 2023

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any other three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. You have been recently appointed as Head of Communications and Corporate Affairs of a huge parastatal in your country. The company is about to hold its Annual Strategic Plan and you are required to make a presentation titled, '*Business Communication for better outcomes.*' Explain the key factors you would consider when making an oral presentation. (25)
2. Explain any 5 barriers to effective communication highlighting mitigating strategies against each sighted barrier. (25)
3. Explain the following as they relate to communication
 - (a) Procedure for conducting a meeting. (10)
 - (b) The tips for becoming an effective listener. (15)
4. 'Business Communication is the Life blood of an Organization' Discuss. (25)
5. 'Communication is a **two** way process of exchanging ideas or information between **two** or more people or organizations'. Validate this statement with the help of a diagram (25)
6. Examine the need to make an appropriate choice of a communication medium (25)

End of paper