



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN BUSINESS  
MANAGEMENT**

**PRINCIPLES OF MANAGEMENT**

**HBUM 113**

**PART 1 SEMESTER 1**

**Total Marks [100]**

**DATE: OCTOBER 2024**

**Time: 3 Hours**

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**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. 'The Inclusion of Business communication in your studies was a waste of time'. Discuss. (25 marks)
2. Discuss the major components in a communication process citing relevant examples (25Marks)
3. Explain the following types of interviews:
  - a) Information seeking interviews (5)
  - b) Job interviews (5)
  - c) Disciplinary interviews (5)
  - d) Appraisal interviews (5)
  - e) Exit interviews (5)
4. Attitudes, opinions, emotions and interpretation of words often affect communication. Explain the strategies to control these factors to make communication more effective. (25 Marks)
5. As the CEO of a telecommunication company, explain how you would use negotiation skills in securing a multimillion-dollar deal in a foreign company of your choice. (25 marks)
6. 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 marks)

**END OF PAPER**