



FreeExams.co.ke

UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR
FOUR YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS
COMMUNICATION

COURSE CODE: JMC 408

COURSE TITLE: BUSINESS TO BUSINESS COMMUNICATION

DATE: 12TH OCTOBER, 2018

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO Questions. Avoid duplication of materials. podgy

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

QUESTIONS ONE - COMPULSORY (30 MARKS)

- a) Communication is a complex process involving more than one component. State at least five of these components and explain the part they play in the communication process. (15 marks)
- b) Business to Business advertising plays a major role in business success. State five benefits of business to business advertising. (15 marks)

QUESTION TWO (20 MARKS)

Outline five ways in which technological advancements have improved business communication.

QUESTION THREE (20 MARKS)

- a) State five strategies you can apply to ensure that you have effective meetings. (10 marks)
- b) What are some of the characteristics of non-verbal messages that communicators must take into account for effective communication to occur? (10 marks)

QUESTION FOUR (20 MARKS)

Define organizational culture and explain how it influences communication?