

KASNEB

CS PART I SECTION 1

BUSINESS COMMUNICATION

PILOT PAPER

September 2015.

Time Allowed: 3 hours.

Answer question ONE and any other FOUR questions. ALL questions carry equal marks.

QUESTION ONE

BRIGHT AND COMPANY (FIRM OF LAWYERS)

Most legal firms scan, copy and print thousands of sheets of legal documents every week. In the case of Bright and Company, a legal firm, this work load is multiplied many times over.

Bright and Company has a team of more than 150 lawyers that covers five core practice groups: corporate restructuring, infrastructure, projects monitoring and evaluation and banking. It has offices globally.

Bright and Company offers clients seamless and cost-effective services in 80 cities spanning over 40 countries. It frequently advises on cross border transactional litigation and arbitration, and multi-jurisdictional intellectual property issues.

With the size, scope and span of its operations, it is clear that managing information and documentation is a mammoth challenge for the law firm.

Required:

- (a) Draft a proposal addressed to the management of Bright and Company offering to undertake an investigation aimed at finding solutions to the challenges faced by the firm. Your proposal should include terms of reference, methodology, your charges among others. (8 marks)
- (b) Suggest four solutions that you could propose after your investigations. (4 marks)
- (c) Assuming that you will present your findings orally, discuss the preparations you would need to make prior to your presentation. (8 marks)
- (Total: 20 marks)**

QUESTION TWO

- (a) Discuss the importance of communication in a manufacturing organisation. (6 marks)
- (b) With the aid of a diagram, illustrate the communication process. (10 marks)
- (c) Explain any four barriers to effective business communication. (4 marks)
- (Total: 20 marks)**

QUESTION THREE

- (a) Write short notes on the following:
- (i) Catalogue. (3 marks)
- (ii) Proforma invoice. (3 marks)
- (iii) Credit note. (3 marks)
- (b) Demonstrate five characteristics of an effective advertisement. (5 marks)
- (c) Justify the use of teleconferencing as a form of business communication. (6 marks)
- (Total: 20 marks)**

QUESTION FOUR

- (a) Discuss the importance of referencing business correspondence. (8 marks)
 - (b) Justify the use of body expressions in an interview. (6 marks)
 - (c) Outline any six elements of non-verbal communication. (6 marks)
- (Total: 20 marks)**

QUESTION FIVE

- (a) Critique the use of social media as a tool for business advertisement. (10 marks)
 - (b) Formulate guidelines for handling communication ethics dilemmas. (10 marks)
- (Total: 20 marks)**

QUESTION SIX

- (a) Explain five methods of classifying business reports. (10 marks)
 - (b) Discuss five ways of improving listening ability. (10 marks)
- (Total: 20 marks)**

QUESTION SEVEN

- (a) Distinguish between “voip” and “blog” in relation to modern day communication. (4 marks)
 - (b) Enumerate six characteristics of a good circular letter. (6 marks)
 - (c) Analyse five benefits of a computerised filing system in an organisation. (10 marks)
- (Total: 20 marks)**
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