



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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UNIVERSITY EXAMINATIONS 2023/2024

DIPLOMA IN HUMAN RESOURCE MANAGEMENT

HRM/CU/BUS/CR/05/6: BUSINESS COMMUNICATION

DATE: APRIL 2024

TIME: 3 HOURS

INSTRUCTIONS: Answer All Questions.

SECTION A (40 MARKS)

1. State the different types of correspondences in business communications (4 Marks)
2. Discuss the importance of record keeping in an organization (4 Marks)
3. State the various social media platforms used in business communication (4 Marks)
4. Explain the various types of human resource records (4 Marks)
5. State any 4 Classifications of information in an organization (4 Marks)
6. Discuss the Advantages of safeguarding confidentiality (5 Marks)
7. Explain the importance of social media platforms in an organization (4 Marks)
8. Discuss Social media ethical issues to be considered in business communication (4 Marks)
9. State 4 types of reports in human resource function (4 Marks)
10. Explain the impact of unregulated media platforms on the business communication (3 Marks)



MUST is ISO 9001:2015 and



ISO/IEC 27001:2013 CERTIFIED

SECTION B – Long Answer Questions – Answer Any Questions. (60 MARKS)

11. a. Discuss the Advantages and disadvantages of social media platforms (12 Marks)
b. Explain the Importance of reports in human resource function (8 Marks)
12. a. Explain Principles of effective communication (10 Marks)
b. Discuss any five importance of confidentiality (10 Marks)
13. a. Discuss the importance of records keeping in an organization (8 Marks)
b. Explain six Importance of service charter to an organization (12 Marks)
14. a. Discuss the challenges faced in safeguarding confidentiality in human resource communication (10 Marks)
b. Elucidate any 5 methods of securing information (10 Marks)

