

## **BUSINESS COMMUNICATION**

**UNIT CODE: HRM/CU/BUS/CR/05/6**

### **MAIN EXAM**

#### **INSTRUCTIONS TO CANDIDATES**

1. This paper has **TWO** sections **A** and **B**.
2. You are provided with a separate answer booklet.
3. Marks for each question are indicated in the brackets ().
4. Do not write on the question paper.

#### **SECTION A (40 MARKS)**

**Answer all the questions in this section**

- 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

#### **SECTION B (60 MARKS)**

**Answer any THREE questions in this section**

- 10) a) Discuss the Advantages and disadvantages of social media platforms 12 marks  
b) Explain the Importance of reports in human resource function 8 marks
- 11 a) Explain Principles of effective communication 10 marks  
b) ) Discuss any five importance of confidentiality 10 marks
- 12 a) Discuss the importance of records keeping in an organization 8 marks  
b) Explain six Importance of service charter to an organization 12 marks

13) a) Discuss the challenges faced in safeguarding confidentiality in human resource communication 10 marks

b) Elucidate any 5 methods of securing information 10 marks