



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2023/2024

### SECOND YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

#### BCJ 3255: BUSINESS COMMUNICATION

DATE: APRIL 2024

TIME: 2 HOURS

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#### 1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

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#### QUESTION ONE (30 MARKS)

- a) Communication can be good or bad, examine two circumstances under which bad communication can occur. (4 Marks)
- b) Providing examples justify the existence of a variety of Media for communication purposes. (5 Marks)
- c) In crisis communication strategy, show how the following factors play a key role in the mitigating of the crisis.
- i. Immediacy of action.
  - ii. A well thought out course of action. (4 Marks)
- d) What is your understanding of the term corporate communication? (2 Marks)
- e) Explain how the application of ICT in organisations has impacted the nature of customer service and work processes. (4 Marks)
- f) Describe 2 outcomes when organisations fail to deal with a crisis in the smoothest and effective way. (4 Marks)
- g) Contextualise 2 models of communication in the University set-up. (4 Marks)
- h) As a Manager of an organization intending to release information concerning your organization affairs, Identify and explain 3 distribution models that you would embrace. (3 Marks)

## **QUESTION TWO (20 MARKS)**

- a) Identify and explain 3 advertising strategies an organization can employ to reach customers and have an impact and presence in a market segment. (10 Marks)
- b) A corporate philanthropy programme is very beneficial to an organisation. Analyse the benefits accrued to an organisation that embraces this as a corporate social responsibility strategy. (8 Marks)
- c) Employees can become advocates for the organisations that they work for. Justify this statement. (2 Marks)

## **QUESTION THREE (20 MARKS).**

- a) Apart from advertising, identify and explain other marketing appeals that are important in realizing sales and good image to the organisation. (10 Marks)
- b) Critically analyse 4 benefits of a good media relations to an organisation. (8 Marks)
- c) Internal communication is important in a corporate set-up. Explain this statements (2 Marks)

## **QUESTION FOUR (20 MARKS)**

- a) Technology has become a very important resource in many organisations. Using examples, explain how its adoption has made it a valuable resource. (6 Marks)
- b) Communication, is geared towards achieving some objectives. In an organizational set-up, analyse 5 objectives it meets. (10 Marks)
- c) Using relevant examples, define and explain the following terms as used in organisations to gain relevance in the market.
  - i. Enterprise strategy.
  - ii. Business strategy. (4 Marks)

## **QUESTION FIVE (20 MARKS)**

- a) Outline 3 key steps that you would apply when applying an effective communication strategy. (6 Marks)
- b) Identify and explain 2 elements of a press release. (4 Marks)
- c) You are the C.E.O of an organisation that intends to attract investors to maximize working capital. Explain the strategies that you would employ to convince them to invest in your organisation. (10 marks)