

QUESTION 1 (COMPULSORY - 25 MARKS)

Nyota Enterprises Ltd., a multinational company, introduced a new work-from-home policy. However, poor communication led to confusion among employees regarding performance evaluations and work expectations. As a result, productivity declined, and employee dissatisfaction increased. After several complaints, the management decided to implement clearer communication strategies.

Below is a memo from the management that caused confusion among employees:

MEMO

To: All Employees
From: Management
Date: February 22nd, 2025

Subject: Work-from-Home Policy Update

"As part of the new company strategy, employees are encouraged to work from home. Please ensure productivity is maintained, and managers will assess performance accordingly. Further details will be shared soon."

-
- a) Identify and analyze the communication failures in this memo. What specific elements make it ineffective? (10 Marks)
 - b) Rewrite the memo in a clearer and more structured manner, ensuring all necessary details are provided. (9 Marks)
 - c) Discuss the role of leadership in ensuring effective business communication within an organization. Provide real-world examples to support your argument. (6 Marks)

QUESTION 2 (15 MARKS)

Zawadi Corporation, a Kenyan-based startup, relied solely on social media for customer engagement. However, due to poor communication, customers misunderstood product features, leading to negative reviews and misinformation spreading quickly.

- a) Analyze the risks and benefits of using social media as a primary business communication tool. // **(6 Marks)**
- b) Suggest three strategies the company can adopt to manage negative online feedback effectively. // **(6 Marks)**
- c) Provide an example of a company that successfully handled a social media crisis and explain the key lessons learned. **(3 Marks)**

QUESTION 3 (15 MARKS)

A food company experienced a product recall due to contamination concerns. The company must issue an apology letter to customers and assure them of corrective actions.

- a) Draft a formal apology letter addressing affected customers and explaining steps taken to rectify the issue // **(6 Marks)**
- b) Discuss three key principles of effective crisis communication in business. **(6 Marks)**
- c) How can a well-structured business letter help in brand recovery after a crisis? **(3 Marks)**

QUESTION 4 (15 MARKS)

- a) Why is grammar and professional writing essential in business communication? Provide three key reasons with examples. **(6 Marks)**

b) Rewrite the following statements more professionally and effectively:

- i) "I need you to send the report ASAP because the boss is really mad."
- ii) "Our team works really hard, but sometimes we are not getting what we deserve."
- iii) "Your request will be processed when we have time. Just wait."
- iv) "Pls send me the info abt the meeting tmrw. Thx."✓
- v) "We don't think your idea will work, so we won't use it."
- vi) "There have been some issues with your project, and we need to talk." **(6 Marks)**

- c) Explain how effective business writing can influence workplace relationships and organisational success. Provide two practical examples. **(3 Marks)**

QUESTION 5 (15 MARKS)

Rafiki Plastics Limited has been experiencing declining sales over the past three quarters. The management team commissioned a business report to analyze the situation. The findings indicated inconsistent product quality, delayed deliveries, and increased competition as major factors affecting sales.

- a) Discuss three key components of an effective business report and their importance in decision-making. (6 Marks)
- b) Based on the case above, suggest three evidence-based recommendations to improve sales performance. (6 Marks)
- c) What are the risks of making business decisions without properly structured reports? Provide two real-world consequences. (3 Marks)

QUESTION 6 (15 MARKS)

- a) Student Association, Maseno University Chapter has recently held an Annual General meeting. As the secretary general, you are tasked to keep good meeting records. Prepare the meeting minutes to be circulated to all members of the association. (10 marks)
Discuss the differences between non-verbal and verbal communication (5 marks)