



UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
COMMUNICATION AND MEDIA STUDIES

COMM 104: BUSINESS COMMUNICATION

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 11/4/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

SECTION A (COMPULSORY) – 30 MARKS

1. (a) Define the term business communication and briefly discuss four types of communication networks. [10 marks]
- (b) Differentiate the following terms:
 - (i) A memo and a letter [2 marks]
 - (ii) A report and a proposal [2 marks]
 - (iii) An agenda and minutes [2 marks]
 - (iv) Listening and hearing [2 marks]
 - (v) Vertical and horizontal communication [2 marks]
- (c) Explain any five important factors to consider before writing a business report. [10 marks]

SECTION B (40 MARKS)

2. (a) Strong communication skills are vital for professionals in the business world. Explain. [10 marks]
- (b) Because of automation and restructuring, managers are likely to take care of their own writing, data entry, and phone calls rather than relying on secretarial support. Discuss other reasons why ICT has become a key component of business today. [10 marks]
3. (a) State and explain five types of business communication tools. [10 marks]
- (b) Discuss five things needed when establishing a rapport with customers. [10 marks]

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4. (a) State and explain five external aspects of business communication. [10 marks]
- (b) A lot of business documents are sloppy, poorly written, disorganized, littered with jargon and incomplete. Discuss steps you need to follow to create effective business writing. [10 marks]
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