

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

COMM 250: WRITTEN COMMUNICATION IN BUSINESS

STREAMS: B.A

TIME: 2 HOURS

DAY/DATE: MONDAY 16/12/2024

8.30 A.M – 10.30 A.M.

QUESTION 1: BUSINESS WRITING PROCESS (30 MARKS)

- a) Explain the stages involved in the business writing process, discussing the importance of each stage in producing effective written communication. (15 Marks)
- b) Discuss five qualities that contribute to an effective business message, providing examples from real-world business scenarios. (15 Marks)

QUESTION 2: BUSINESS LETTERS (20 MARKS)

You are the Public Relations Officer for a large corporation. Write a letter to a client delivering bad news about a delay in the shipment of an order. Ensure that your tone is professional and the message is delivered tactfully. (20 Marks)

QUESTION 3: BUSINESS REPORTS (20 MARKS)

Explain the structure of a typical business report and differentiate between an analytical report and an informational report. Provide an example of when each type of report would be used in a business setting. (20 Marks)

QUESTION 4: SUMMARIZING AND REFORMULATING INFORMATION (20 MARKS)

a) Summarize the following text into 150 words, ensuring that the key points are maintained: *"The rise of digital communication has revolutionized business practices across all sectors. With emails, instant messaging, and social media, businesses are now more connected and responsive than ever before. However, this has also brought challenges, such as information overload, security risks, and a loss of personal touch in communication. Companies must find a balance between utilizing digital tools and maintaining effective, clear communication to ensure productivity and protect sensitive information."* (10 Marks)

b) Reformulate the same text into an email format, addressing your company's employees to remind them of the importance of balancing digital communication with secure, clear communication practices. (10 Marks)

QUESTION 5: WRITING ADVERTISEMENTS (20 MARKS)

Draft an advertisement for a new product launch, ensuring that it incorporates persuasive techniques and a clear message that appeals to the target audience. Include all necessary details such as product features, benefits, and a call to action. (20 Marks)
