



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(VII, SI)

BMC 4215: WRITING FOR BUSINESS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages*

SECTION A (Compulsory)

QUESTION 1

- a) Describe **THREE** types of interviews that can take place in business environment. **(6 marks)**
- b) Outline **FIVE** principles of communication. **(5 marks)**
- c) Distinguish horizontal communication from vertical communication. **(6 marks)**
- d) Identify the elements of communication. **(8 marks)**
- e) Highlight **FIVE** barriers to communication. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

You have been appointed the secretary of Msajili Editorial Board. The Editorial Director has called for a meeting on Wednesday next week.

Required

- a) Prepare the agenda for this meeting. **(10 marks)**
- b) Write a one page minutes of the meetings deliberations. **(10 marks)**

QUESTION 3

Mombasa County's Finance Committee is visiting Technical University of Mombasa to collect views on the budgeting process for the year 2015/2016.

Required:

- a) Write a Notice reserving lecture MB 014 for this function. **(10 marks)**
- b) Write a circular to Business and Social Studies students to attend this function and participate in the deliberations. **(10 marks)**

QUESTION 4

The Daily Nation has an advert seeking to fill in the position of Media monitoring Officer. Assured that you meet the requirements write an application letter detailing why you are the best suited candidate for the interview. **(20 marks)**

QUESTION 5

- a) Discuss how you would prepare for an interview you have been invited for. **(10 marks)**
- b) Outline **FIVE** non-verbal cues you would use during an interview. **(10 marks)**