



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
(BJMC IV)

BMC 4215: WRITING FOR BUSINESS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) List **THREE** advantages of written communication in Business Writing. **(3 marks)**
- b) Explain **SIX** text parts of a formal business report in an organization. **(4 marks)**
- c) List **SIX** advantages of memo's in Business Writing. **(6 marks)**
- d) Identify **THREE** examples of formal communication channels and **THREE** informal channels in an organization. **(6 marks)**

- e) Define the following terms as used in Business Writing:
- i) Lateral communication **(3 marks)**
 - ii) Internal communication **(3 marks)**
 - iii) External communication **(3 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Discuss the role of effective Business Writing within and outside the organization. **(20 marks)**

QUESTION 3

- a) Explain some of the factors to consider for effective Business Writing. **(10 marks)**
- b) Discuss some of the barriers to effective Business Writing in an organization. **(10 marks)**

QUESTION 4

- a) Explain how the use of electronic communication has transformed the workplace and the practice of Business Communication. **(10 marks)**
- b) State the pros and cons of electronic communication in today's business world. **(10 marks)**

QUESTION 5

As a student of Business Writing, discuss in detail the various legal aspects in Business Communication. **(20 marks)**