



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

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

**BMC 4215: WRITING FOR BUSINESS**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) With the help of a diagram, explain the process of communication. **(6 marks)**
- b) Writing aims at communicating to an audience. Identify **SIX** reasons why it is important to study communication. **(6 marks)**
- c) Enumerate **FOUR** reasons why it is important for a journalist to study writing for business. **(4 marks)**
- d) Identify **SIX** reasons why memos are used in organization. **(6 marks)**
- e) Identify any **FOUR** documents used in business communication. **(4 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Peter Rosie, the CEO of Nokia Africa has written an email complaining on the services offered by Undugu Auditors. You are tasked to respond to Rosies mail as the head of PR. Write one page response to Rosie's complaint. **(20 marks)**

**QUESTION 3**

Writing a good application letter is supposed to secure an interview for a candidate and not the job they are applying for. Discuss your opinion of this statement. **(20 marks)**

**QUESTION 4**

Describe **TEN** parts of a report and indicate the content of each part. **(20 marks)**

**QUESTION 5**

- a) Outline **FIVE** principles of communication and how they relate to the writing of a memo. **(10 marks)**
  
- b) Write a memo informing employees in your section about the steps the media outlet has taken to ensure smooth flow of the outlet after the digital migration. **(10 marks)**