



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4215: WRITING FOR BUSINESS

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: 2 May 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

Discuss the following in relation to writing for business

- a) FIVE purposes of a business report (**5 Marks**)
- b) FIVE components of a formal letter (**5 Marks**)
- c) Any SIX attributes of medium in business communication process (**6 Marks**)
- d) Any SIX qualities of written communication (**6 Marks**)
- e) Any FOUR types of noise in business communication (**4 Marks**)
- f) Any FOUR importance of feedback in business communication (**4 Marks**)

Question TWO

As the head of the news department in a local media organisation, you are required to write a memo to a member of staff working under you.

- (i) Explain the general purposes of a memo **(5 marks)**
- (ii) Discuss the two types of memos that you are aware of. **(5 Marks)**
- (iii) Write a memo to a news reporter working under you instructing him/her how to execute a certain news coverage idea. **(10 marks)**

Question THREE

You have been invited to make a presentation on business writing to a newly established women's group in your County. Advise them on the best approaches towards writing effective business communication letters. **(20 marks)**

Question FOUR

As the secretary of the secretary of the local chapter of the Kenya Union of Journalists, you are required to convene a meeting to deliberate on recent happenings within the media industry that has affected journalists.

- (i) Explain the FOUR things that must be included in the notice of meeting. **(4 Marks)**
- (ii) Assuming that you have already conducted the meeting, write the minutes. **(16 marks)**

Question FIVE

Organizations are faced with a fast changing trend in the area of business communication. Using your knowledge as a communication professional, advice the management of your organization on the use of the following electronic channels of communication **(20 Marks)**

- a) Email
- b) SMS
- c) Social media