

TECHNICAL UNIVERSITY OF MOMBASA

HUMANITIES AND SOCIAL SCIENCE

COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4215: WRITING FOR BUSINESS

END OF SEMESTER EXAMINATION

SERIES:SEP/DEC 2016

TIME:TWO HOURS

DATE:Pick DateSelect MonthPick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of TWO sections. Section A is COMPULSORY, Answer ant TWO Questions in Section B.

Do not write on the question paper.

SECTION A

ANSWER ALL QUESTIONS

QUESTION 1

- a. State THREE objectives of a memo 6mks
- b. The use of emails is becoming a very popular method of communication in the business world. Explain any FOUR disadvantages of electronic communication. 8mks
- c. Explain any SIX principles of communication 6mks
- d. Discuss FOUR uses of reports in modern day organizations 8mks

e. Highlight any TWO categories of letters

2mks

SECTION B

QUESTION 2

At your office, employees are allowed to skip their morning and/or afternoon breaks to take longer lunch breaks. However, the personnel manager says that employees have been taking too much time on their lunch breaks as a result of this policy. She wants to require all employees to take their morning and afternoon breaks and the standard lunch break. Write a letter to the personnel manager explaining whether or not you are in favor of this proposal and why.

20mks

QUESTION 3

A good Curriculum Vitae would enable you secure an interview for that dream job you have been aspiring. Develop a comprehensive Curriculum Vitae (Bio Data) describing yourself and justifying why you suitable for that dream job. 20mks

QUESTION 4

Write a formal but concise report to your Managing Director on a business problem of your choice within your organisation. 20mks

QUESTION 5

You have seen an advertisement on The Daily Nation newspaper for a job working in the County Council of Kisumu as a communications intern during the holidays. You decide to apply for the job. Write a letter to the Director of Human Resource Kisumu County. In your letter, introduce yourself, explain what experience and special skills you have and explain why you interested in the job. 20mks