



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) Any SIX characteristics of written communication (**6 marks**)
- b) Any FIVE business writing etiquette (**5 Marks**)
- c) FIVE basic reasons for writing a business letter (**5 Marks**)
- d) The mechanization of communication is an important factor in the delivery of messages. Citing relevant examples discuss the FIVE advantages of mechanizing communication (**5 Marks**)
- e) Qualities of an informal interview (**3 marks**)

- f) The transactional model of communication. (6 Marks)

Question TWO

Your organisation XYZ Media Company ordered computers from a supplier three months ago through a written order. The computers were supposed to have been delivered one month ago and despite efforts to have them, the supplier has not responded. Write a complaint letter to the supplier about the delayed order and the action you intend to take if the delay continues. (20 marks)

Question THREE

Your company ABC Enterprises intends to launch a new beauty product for sale. You have been given the responsibility to do a press release to invite the media for coverage.

- (i) Outline the considerations to make while writing the Press release. (5 Marks)
- (ii) Write a pre-event press release in which you notify the media of the impending launch. (15 marks)

Question FOUR

The following email was sent by a member of staff to a client.

- (i) Identify the main gaps in the email. (5 marks)
- (ii) Rewrite the same letter in a more appealing manner and language (15 Marks)

Dear Mary,

Thank you but you didn't have to. Thought we agreed to take the same lead when you and your colleague decided to disentrall and extricate your uncouth and drunken verbatim of me being an underling in our organisation and had no powers to my superiors of influencing your egoistic and callous intentions of compelling our organisation to do business with you at a loss. This clearly elucidated Mr Johnson's repudiations of having you on board as part of our marketing team.

It is very disheartening to learn how your marketing proficiency is so squat and stumpy.

Such a demeaning aptitude for your company as a whole

Good luck though,

James.

Question FIVE

You have been given the responsibility of writing an advertisement for the Technical University of Mombasa to be placed in one of the daily newspapers.

- i) Discuss the Aida concept as used in advertising **(10 Marks)**

- ii) Prepare a sample advertisement that TUM could use to advertise itself in the newspapers. **(10 Marks)**