

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 FOUR advantages of upward communication in Business writing | 8mks |
| b. Explain any FIVE Barriers to effective Business Writing | 10mks |
| c. State TWO types of Business communication | 4mks |

d. Feedback is the key to individual and organizational success, explain FOUR advantages of feedback in business writing.

8mks

SECTION B

QUESTION 2

a. The seven C's are essential for making the communication effective and productive. Discuss any FIVE of the seven principles

10mks

b. Non verbal communication is not complete until it is received understood and acted upon.

Discuss 10mks

QUESTION 3

Discuss the role of viewpoints in Business writing, in your assessment as a student of communication how do opinions attitudes and beliefs influence business writing.

20mks

QUESTION 4

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 5

Discuss the notion that business writing is the lifeblood of any modern day organization

20mks