



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

BMC 4215: WRITING FOR BUSINESS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

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***

SECTION A (Compulsory)

QUESTION 1

- a) i) Define ‘Business Writing’? **(2 marks)**
ii) Explain **FOUR** principles of Business Writing. **(4 marks)**
- b) List **FOUR** differences between oral and written communication. **(4 marks)**
- c) As a Business Writer, explain **FOUR** barriers you are likely to experience. **(4 marks)**
- d) Explain **FOUR** importance of a cover letter in writing in Business. **(4 marks)**
- e) List **FOUR** advantages of email on modern global businesses. **(4 marks)**

- f) Explain at least **FOUR** advantages of feedback in Writing for Business. **(4 marks)**
- g) Explain the following terms in writing on Business:
- i) Lateral communication **(2 marks)**
 - ii) Horizontal communication **(2 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Describe any **FIVE** principles of effective Business Writing and support your answer with suitable examples. **(20 marks)**

QUESTION 3

Explain why good Business Writing skills are necessary pre-requisites for problem solving and decision making in an organization. **(20 marks)**

QUESTION 4

What is a business report? What are its functions? **(20 marks)**

QUESTION 5

Listening is a skill that every good communication one should perfect. Explain **TEN** barriers that one should avoid in order to perfect this skill. **(20 marks)**