



**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**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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***
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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Identify **TWO** examples of formal communication channels and **TWO** informal channels in Business Writing. **(4 marks)**
- b) Explain **TWO** importance of Business Writing for an individual and for an organisation in Kenya. **(4 marks)**
- c) Explain at least **FOUR** Business Writing principles. **(4 marks)**
- d) As a student of Writing for Business, what are the **FOUR** major advantages of a business report? **(4 marks)**
- e) Communication flows in many different directions within an organization, list any **FOUR** such directions. **(4 marks)**

- f) List **FOUR** barriers to effective Business Writing. **(4 marks)**
- g) What are the **FOUR** advantages of Written Communication? **(4 marks)**
- h) Define Dyadic communication. **(2 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Describe the impact of electronic communication on mode of writing, sending and receiving response to written communications and highlight how it has increased the efficiency in offices. **(20 marks)**

**QUESTION 3**

Discuss the role of effective Business Writing within and outside the organisation. **(20 marks)**

**QUESTION 4**

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