



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 4212: WRITING FOR BUSINESS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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) Explain the purpose of business writing. (5 marks)
- b) List **FIVE** characteristics of memos.
- c) Define the following terms using appropriate examples:
 - i) Public communication (2 marks)
 - ii) Mass communication (2 marks)
 - iii) Downward communication (2 marks)
 - iv) Grapevine communication (2 marks)
 - v) External communication (2 marks)
- d) List **FIVE** categories of non-verbal communication. (5 marks)

e) Explain **FIVE** objectives of communication in Business Writing.

SECTION B (Answer any Two Questions)

QUESTION 2

You are the Secretary General Technical University of Mombasa Journalism Student Club. Write a memo to your members informing them of an upcoming field trip to the Nation Media Group.

Notes

- The trip would be on the 20th of January 2014
- Interested students to register with the Secretary General
- Every student to pay 1,000 shillings

QUESTION 3

Communication is a process, using examples discuss the elements of communication. **(20 marks)**

QUESTION 4

Discuss some of the factors that hinder effective Business Writing in an organization. **(20 marks)**

QUESTION 5

Write a letter to the Vice Chancellor proposing a career day for the department of media. **(20 marks)**