



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 4122: WRITING FOR BUSINESS

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2013

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) Define the following terms using examples. (2marks)
- i) Lateral communication (2 marks)
 - ii) Internal communication (2marks)
 - iii) Interpersonal communication (2marks)
 - iv) Intrapersonal communication (2marks)
 - v) Dtedic communication (2marks)
- b) List five advantages of memos in Business writing. (5marks)
- c) Explain two differences between a memo and a letter in Business writing. (5marks)
- d) Discuss five elements of communication. (5marks)
- e) List FIVE advantages of email communication in Business writing. (5marks)

SECTION B(Answer any TWO questions)

QUESTION 2

You are the chairperson of the TUM Environment club. Write a memo to your members informing them of an upcoming field trip to Shimba hills. **(20marks)**

QUESTION 3

Discuss some of the factors to consider in effective. Business writing.

(20 marks)

QUESTION 4

Emails, memo's and letters are some of the forms of Business writing. Discuss how technology affects. Business writing **(20marks)**

QUESTION 5

Discuss some of the barriers to effective Business writing in an organization.

(20 marks)