



**PAN AFRICA CHRISTIAN UNIVERSITY**

**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF  
ARTS IN COMMUNICATION**

**SEPTEMBER-DECEMBER 2025 TRISEMESTER**

**CAMPUS: ROYSAMBU**

**DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS**

**COURSE CODE: COM103**

**COURSE TITLE: BUSINESS COMMUNICATION**

**INSTRUCTOR: CALEB RATEMO**

**ONLINE EXAM**

**INSTRUCTIONS**

**Read the instructions and questions carefully before you write the answers.**

**Section A is Compulsory. Attempt any three questions from Section B.**

**SECTION A**

### Question 1- COMPULSORY

Assume you have been invited by a local university career services department to deliver a seminar on professional communication skills for job seekers. Outline the key points and components you would include in your presentation. (10mks)

### Section B: Attempt any three questions from this Section.

#### Question 2

Your company has recently implemented new remote work policies that affect several teams. Assuming you are the Head of Human Resources, draft a memo to be circulated to all employees explaining the new policies and how they will be implemented. (10mks)

#### Question 3

Your Marketing Department is holding a strategy review meeting for all team members to evaluate the performance of last quarter's campaigns and plan for the next quarter.

- i. Formulate **FOUR** agenda items for the meeting. (4 marks)
- ii. Write the minutes arising from the meeting, capturing key discussions, decisions, and action points. (6 marks)

#### Question 4

Explain **FIVE** reasons for producing high-quality content for social media platforms in promoting a company's brand and enhancing customer engagement. (10mks)

#### Question 5

A business report is a structured document used to communicate information for decision-making in an organization. Describe **THREE** features you would include in the key sections of the business report. (10mks)