



PAN AFRICA CHRISTIAN UNIVERSITY

END OF TERM EXAMINATION

DEPARTMENT: BUSINESS

COURSE CODE: DENT0121

CAMPUS: ROYSAMBU

**COURSE TITLE: INTRODUCTION TO BUSINESS
COMMUNICATION**

EXAM DATE: WEDNESDAY, DATE (DDTH MONTH YEAR)

TIME: DAY

INSTRUCTIONS

- This exam script has **TWO (2)** sections.
- Read all questions carefully before attempting.
- Answer All questions in Section **A** and any other THREE questions in Section **B**.
- None programmable calculators permitted
- Calculators on phones, tablets and computers are NOT permitted in Theory Papers

SECTION A
(Answer ALL questions in this section)

QUESTION 1

Read the following passage

Bill, thanks for recommending that I attend the defective righting seminar at Ross College. It was outstanding?

The segment of the seminar I found more useful was the part explaining how to write from the I-Viewpoint. Today's business world is vary competitive, an focusing on the sender can give you the edge you need to maintain favorable relatives.

Youll agree, I'm sure that my massages have improved all ready. I give you partial credit for the change. Lunch at The Restaurant next weak will be my treat.

- a) Re-write and correct the content, grammar and punctuation errors in the above passage. **(10 marks)**

SECTION B

(Answer any THREE (3) questions in this section)

QUESTION 2

- a) Using clear examples, describe the communication process. **(5 marks)**
b) Discuss the role of video conferencing in communication. **(5marks)**

QUESTION 3

- a) Discuss three examples of positive nonverbal communications **(3 Marks)**
b) Discuss three examples of negative nonverbal communications. **(3 Marks)**

- c) Explain the behaviour given by a speaker who does each of the following
(4 Marks)
- i). Scans the audience by looking above members' heads
 - ii). Sits on the meeting table or a desk while speaking
 - iii). Keeps a hand in the pocket of his or her jacket and jingles coins
 - iv). Constantly runs fingers through his or her hair

QUESTION 4

- a) Describe Five ways you would improve your listening ability. **(5 Marks)**
- b) Explain the “Top Five” people skills that make someone a good employee.
(5 Marks)

QUESTION 5

You have encountered a job advert in a local newspaper looking for a sales representative. Write a letter of application in fully blocked format to the above position.
(10 Marks)

QUESTION 6

- a) Describe Four technology trends that affect business communication. **(4 Marks)**
- b) Explain three ethical issues brought about by use of e-mail and the Internet.
(6 Marks)

End of Exam