



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

JAN-APR 2026 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS

COURSE CODE: COM103

COURSE TITLE: BUSINESS COMMUNICATION

INSTRUCTOR: DR 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

- a. Assume you have been invited by a local university career services department to deliver a seminar on professional communication skills for job seekers. Outline five key points and components you would include in your presentation. (10mks)
- b. You are a communications officer at a university tasked with presenting a new policy on student mental health to a mixed audience of faculty, students, and administrative staff.

Outline how you would structure your oral presentation to ensure clarity, engagement, and persuasiveness. (9 marks)

ii) Identify three strategies you would use to adapt your language and style to the diverse audience. (6 marks)

iii) Explain how you would handle a situation where a member of the audience challenges your argument during the presentation. (5 marks)

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)