



PAN AFRICA CHRISTIAN UNIVERSITY
END OF SEMESTER EXAMINATION FOR DIPLOMA IN
ENTREPRENEURSHIP MANAGEMENT

MAY-AUGUST 2017

CAMPUS: ROYSAMBU

DEPARTMENT: BUSINESS

COURSE CODE: DENT0121

COURSE TITLE: Introduction to Business Communication

EXAM DATE: TUESDAY 25TH JULY 2017

TIME: 2.00PM-5:00PM

INSTRUCTIONS

- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- Answer Question 1 and any FOUR Questions

QUESTION ONE

- (a) Identify the six main components of communication process and explain what is involved in each case. **(12 Marks)**
- (b) “Effective communication is a building block of successful organizations”. Give five reasons why this is the case. **(10 Marks)**
- (c) Discuss four main communication barriers. **(8 Marks)**
- (d) Explain the role of Information Communication Technology (ICT) in Society and the Economy. **(10 Marks)**

QUESTION TWO

- (a) Explain the term ‘Oral Communication’. **(3 Marks)**
- (b) Discuss six disadvantages/limitations of oral communication. **(12 Marks)**

QUESTION THREE.

In an organization, communication flows in five main directions. Discuss these directions.
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(15 Marks)

QUESTION FOUR

- (a) Successful writers approach business communication writing as a three- step process. Explain the steps involved in the process. **(9 Marks)**
 - (b) As an entrepreneur, discuss three advantages you would derive from written communication.
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- (6 Marks)**

QUESTION FIVE

- (a) You have been invited to give a presentation on the ‘Importance of Communication in Business’ to business students of PAC University. Explain five preparation tips you would consider. **(10 Marks)**
- (b) Outline five uses of body language in communication. **(5 Marks)**

QUESTION SIX

- (a) Giving suitable examples, describe grapevine communication. **(3 Marks)**
- (b) Discuss two reasons why grapevine generally develops in an organization. **(4 Marks)**
- (c) Explain any four out of the seven C’s of effective communication. **(8 Marks)**