



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
ARTS IN COMMUNICATION
JANUARY-APRIL 2024 TRIMESTER
CAMPUS: ROYSAMBU
DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS
COURSE CODE: COM103
COURSE TITLE: BUSINESS COMMUNICATION
EXAM DATE:
TIME:
DURATION: 3 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- Answer question ONE and any other THREE Questions
- All other PAC University examination rules and regulations apply

QUESTION 1 (Compulsory)

- i. Describe any one crucial aspect that according to you would enhance the credibility of an oral presentation (2mks)
- ii. Your organization has been experiencing low customer retention. The trend has adversely affected the rate of sales in the last one year. You have been called upon to prepare a speech to address the issue in the forthcoming stakeholders' meeting. Write a speech advancing an argument, that according to you, would revert the trend. (8 marks)

QUESTION 2

- i. Explain two reasons why you consider CV (Curriculum Vitae) important in a job search (4 marks)
- ii. Assume you are seeking to recruit personnel for a top position in your organization. You have received resumes from many applicants and most of them have met the qualifications for the post. Explain three reasons why you find it important to conduct a face-to-face interview.

(6 marks)

QUESTION 3

- i. Describe any two objectives of Business Communication(4mks)
- ii. "Business communication is the process of creating and conveying a message that is meaningful to the sender and the receiver with the purpose of achieving a desired outcome." Mary Ellen Guffey(2016). In reference to the statement, describe three ways of enhancing professional communication in a workplace. (6 marks)

QUESTION 4

- i. Identify and explain any two types of internal correspondence you would apply in business communication. For each, give a reason for your choice (6marks)
- ii. Most organizations occasionally disseminate information to the stakeholders using various approaches. Demonstrate how such corporates can apply the six-step cycle of communication proposed by Michael Argyle, 1972 in a business communication process. (10 marks)

QUESTION 5

Your organization has been undergoing some structural changes for some months now. The organization wishes to plans to share crucial updates on the same with the staff in the next coming week. In about 2-3 pages, prepare an internal report to be presented on this matter. (10mks)

