

**COM 103 – BUSINESS COMMUNICATION
MAY – AUGUST 2023 EXAM
DEGREE PROGRAMME
DAY CLASS, ONLINE
FINAL EXAM**

TIME: 3HOURS

LECTURER: GEORGE ONGINJO

Section A – Compulsory (10 Marks)

Question One

I) A Communication process is a set of steps that are taken every time formal communications are undertaken in an organisation. Britney, a Business Communication student at PAC University, would like to initiate a communication requesting that some of the rules and regulations in the student handbook be reconsidered since ‘they are not favourable to students in University’. Using three primary steps in the communications management process, describe the communication process that will take place right from the student council or leadership through to the senate, influencing changes or reviews in the students handbook.

II) Discuss two communication tools that Britney might consider to communicate with various concerned bodies or personnel. (4marks)

Section B – Choose any Three Questions (30 Marks)

Question Two

A strong social media strategy allows organisations and businesses to connect with and engage potential customers wherever they are. This facilitates a timely feedback process as well as creating revenues for the company. Discuss, using relevant examples, FIVE social media platforms that PAC University can use to market itself to their potential clients. (10 marks)

Question Three

I) Explain in what circumstances you would use a resume as opposed to a curriculum vitae (4 marks).

II) Cover letters have evolved over the years, and today they circulate in digital form. They’re definitely a crucial part of the hiring process.

You are applying for an internship at Royal Media Services in the Broadcast department; write a cover letter capturing all the details therein as learned in the Business Communication class. (6 marks)

Head of TV/Radio
Royal Media Services
P.O. Box 7468 – 00300 Nairobi, Kenya
jobs@royalmedia.co.ke

Question Four

Business letters are used regularly in almost every organisation as part of communication. Using relevant examples, explain the five essentials of a good business letter.

Question Five

Human resource management is crucial in any organization, and understanding office etiquette is essential for coexistence and relating to diverse individuals. Discuss five areas of official etiquette that you would consider applying to your work station.