



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

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

SEPTEMBER- DECEMBER 2024 TRIMESTER

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**

SECTION A

Question1 (Compulsory)

- 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 to achieve a desired outcome.” Mary Ellen Guffey(2016). With reference to this statement, describe **three** ways of enhancing professional communication in a workplace. (6 marks)

SECTION B: Answer any Three Questions

2. i. Explain any **two** types of internal correspondence you would apply in business communication. For each, give a reason for your choice (4marks)
- ii. Most organizations occasionally disseminate information to their 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. (6 marks)

3. Imagine you are the dean of students at PAC University. You have concluded a planning meeting for the forthcoming Cultural Week, which will be held at the Roysambu main campus. Five members of staff from the Student Affairs section attended the meeting. Prepare minutes for the meeting.(10mks)

4. A CEO of a given firm has constantly been experiencing a low team spirit in meetings with departmental supervisors. This is a worrying scenario. Highlight **five** factors that could be influencing the trend. Please describe how the CEO could address each one of them.(10mks)

5.“Content is king”, is a concept used to denote that content is key to any form of communication. Explain **five** reasons why this concept is important in establishing a website as a marketing strategy in business communication (10mks)