

PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS
END OF SEMESTER EXAMINATION
COM 103 Business Communication

May-Aug 2020

DATE: August 2020

TIME: 2 HOURS

INSTRUCTIONS:

1. ANSWER QUESTION 1 (COMPULSORY) AND ANY OTHER 3

2. BE ORGANIZED AND NEAT

QUESTION ONE - COMPULSORY (10 Marks)

- a) Explain why it is essential to take minutes in a formal meeting. (5mks)
- b) PAC University is discussing a partnership with Hope Media for the successful training of the Communication Students in practical aspects. Using appropriate headings, write a set of minutes for the meeting. (5mks)

QUESTION TWO (10 Marks)

- a) Effective business communication is essential for success and growth of every organization. Explain 5 goals of business communication in an organization, (5mks)
- b) You wish to collect information about PAC University in order to make a job application for an advertised vacancy in the Public Relations Department. Discuss sources you might consult to gain information about PAC University. (5mks)

QUESTION THREE (10 Marks)

- a) You are the communication manager at PAC University and you have been assigned the responsibility to train the staff and students on why effective business communication is important for the university. Discuss **FIVE** reasons why effective Business communication is key to the university. (5mks)

- b) Explain the **FOUR** basic types of business communication and how PAC University can utilize each effectively. **(5mks)**

QUESTION FOUR (10 Marks)

- a) Using relevant examples, explain the importance of utilizing the internet for communication in an organisation. (5MKS)
- b) Non-Verbal Communication can convey both positive and negative messages. Describe FIVE ways in which body language can be used positively in the context of Business Communication. (5MKS)

QUESTION FIVE (10 Marks)

As a Communications Officer at PAC University, you have been given the task to design an effective communication strategy for PAC University during the Covid 19 Pandemic.

- a) Highlight **FIVE** potential barriers to communication within this season and how you will avoid them. **(5 MKS)**
- b) Give 5 reasons why feedback is important in communicating during the Covid 19 Pandemic. **(5MKS)**