



**NATIONAL OPEN UNIVERSITY OF NIGERIA,
FACULTY OF ARTS
DEPARTMENT OF LANGUAGES
2020_1 EXAMINATION**

COURSE CODE: ENG316

COURSE TITLE: COMMUNICATION FOR BUSINESS

CREDIT UNITS: 2

TIME ALLOWED: 1^{1/2} HOURS

INSTRUCTION: Answer Any TWO (2) Questions

1a. List and explain five functions of Communication (12 marks)

1b. Explain the process of communication (12 marks)

1c. Write a business letter to the Dean through the Head of Department about your missing results (11 marks)

(35 marks/45 minutes)

2a: You have been invited as a Guest Speaker for a public event in Wuse 2, Abuja. State the eight stages you must go through in the specific preparation for the public speaking event. (11 marks)

2b. Define the following methods of business communication, stating one advantage and disadvantage of each method:

- i. Specialised Committees
- ii. House journal
- iii. The Grapevine or Popular Gossip
- iv. Downward or vertical communication

(12 marks)

2c. Explain what you understand by verbal and non-verbal communication in the business world. (12 marks)

(35 marks/45 minutes)

3a. Write notes on: (i) The Memorandum (6 marks) (ii) The Communiqué (6 marks) (iii) Advertisement and Press Release (6 marks)

b. Explain listing two advantages of the following contemporary forms of business

communication: (17 marks)

- i. Whatsapp
- ii. Email
- iii. Facebook
- iv. Flyers

(35 marks/45 minutes)

