



ELIZADE UNIVERSITY

ILARA-MOKIN

ONDO STATE

FACULTY: Social and Management Sciences

DEPARTMENT: Business Administration

SECOND SEMESTER EXAMINATIONS

2018/2019 ACADEMIC SESSION

COURSE CODE: BUS 204

COURSE TITLE: BUSINESS COMMUNICATION

DURATION: 2 HOURS

HOD's SIGNATURE

TOTAL MARKS:

Matriculation Number: _____

INSTRUCTIONS:

1. Write your matriculation number in the space provided above and also on the cover page of the examination booklet.
2. This question paper consists of 2 pages with printing on both sides.
3. Answer all questions in the examination booklet provided.
4. Attempt any 4 questions.

Question 1

- a. What do you mean by “effective communication”? 3 marks
- b. Explain the general guidelines for effective communication. 12 marks

Question 2

- a. What are the salient features of an effective letter? 8 marks
- b. What are the features of a circular letter? 7 marks

Question 3

- a. Write a letter to an advertising agency that can provide you with advertising services for your radio and television products. 8 marks
- b. Write a letter to Mr. John giving him your invoice for the construction of a swimming pool. 7 marks

Question 4

- a. What are the purpose of a job application letter? 5 marks
- b. Write a letter applying for an advertised position in daily times? 10 marks

Question 5

- a. What is Business Communication? 5 marks
- b. What are the elements of communications? 10 marks

Question 6

- a. Explain five steps in letter planning. 5 marks
- b. Write a letter replying to an inquiry. 10 marks