Total marks for this paper is 100 marks.

There are three parts in this question paper. All questions in Part One and Part Two are COMPULSORY.

Part One includes 20 Compulsory multiple choice questions.

Select the most appropriate answer from the given choices and mark it in the given space in the answer book.

Part Two includes 06 Compulsory short answer questions.

Part Three includes 02 Essay Type Questions. Answer only 01 Question from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts
2. Always start answering a question on a new page
3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams
4. Answer the questions using:
   ▪ Effective arrangement and presentation
   ▪ Clarity of expression
   ▪ Logical and precise arguments
   ▪ Clear diagrams and examples where appropriate
5. Illegible hand writing and language errors will be penalised
PART ONE

Read the question and select the most appropriate answer out of the four given choices.
Tick your choice in the given space in the answer booklet.

Question 01

Question 01.1
Sender, receiver, message and response are components of:

a) Communications process  
b) Strategic buffer  
c) Writing for effect  
d) Securing goodwill

Question 01.2
Communication in business falls into:

a) Internal operational communication  
b) External operational communication  
c) Personal communication  
d) All of the above

Question 01.3
The three factors affecting culture include:

a) Population of the country, history and the role of religion  
b) Topography and history of the country and the role of religion  
c) Topography, weather and population of the country  
d) None of the above

Question 01.4
Which sentence is more appropriate according to basics of business writing?

a) In the event that payment is not made by January, operations will cease  
b) In spite of the fact that they received help, they failed to exceed their quota  
c) Please endorse this cheque  
d) There are four rules that should be observed

Question 01.5
Lost goodwill due to poor communication can result in:

a) Lost business and lost support from superiors  
b) Lost support from co-workers  
c) Only “a” is correct  
d) Both “a” and “b” are correct
Question 01.6
To maintain courtesy in messages, the writer:

a) Should not blame the customer
b) Should be extremely informal
c) Should repeatedly highlight the customer’s shortfalls
d) Should not assume any responsibility on the part of the company

Question 01.7
Positive emphasis in writing can be shown:

a) By position
b) By sentence structure
c) By space
d) By all of the above

Question 01.8
What is correct about the process of writing?

a) Planning involves determining the goals and analysing the audience
b) The first draft should always be perfect
c) Editing and proof reading need to be done before planning
d) Business writing is easier than delivering business speeches

Question 01.9
What is inverted pyramid style writing?

a) Write as much information as possible
b) Only the main point is included providing clarity to the reader
c) The main point first, supporting information next and other information last
d) Other information first, supporting information next and the main point last

Question 01.10
What is correct about writing good news messages?

a) It is better to get the point across to the audience direct and clear
b) These are very lengthy and always demanding in nature
c) Only the top management will write these messages
d) Only Human Resources Department will write these messages

Question 01.11
Neutral business messages:

a) Never catch the audiences’ attention
b) Are not important
c) Are commonplace in day-to-day business
d) Should be written with lots of details and supporting information
Question 01.12
A message denying a request for a donation:

a) Needs to refuse the request while maintaining company goodwill
b) Needs to include the reason for denial
c) Needs to convince the reader that the denial is fair
d) Should include all of the above

Question 01.13
General indirect plan:

a) States the news at the beginning of the message
b) Presents bad news positively
c) Doesn’t have to offer alternative solution
d) Doesn’t require an apology

Question 01.14
What is more appropriate about correctness in business writing?

a) The above doesn’t reflect any idea of the competency of the communicator
b) Correctness in communications saves time and effort
c) Computer applications do not have inbuilt features for corrections
d) Punctuation and spellings are not related to correctness

Question 01.15
What is not correct about using visuals in business communications?

a) Visuals help explaining the complex information
b) Visuals must be appropriate for the audience, content and context
c) Visuals supplement words, not replace
d) It is always useful to have as much visuals as possible

Question 01.16
Why do meetings end up being unproductive in most instances?

a) Poor planning
b) Failure to follow the plan and inability to control time
c) Failure to balance the participants’ contribution to the discussion
d) All of the above

Question 01.17
In finding an appropriate job:

a) Personal qualities will not influence the employability of a candidate
b) Own work experience and education should match the job requirement
c) Both “a” and “b” are incorrect
d) Both “a” and “b” are correct
**Question 01.18**
What would not be a quality of a good public speaker/presenter?

a) Knowledge in the subject  
b) Not allowing others to express their ideas  
c) Self-confidence  
d) Using effective verbal and non-verbal communication

**Question 01.19**
In order to enhance your personality as a successful marketer:

a) Learn professional ethics  
b) Follow all the latest fashion trends  
c) Be over-confident  
d) Adopt unfair competition

**Question 01.20**
What is not true about customers of different backgrounds given below?

a) Asians have very firm and longer hand-shakes  
b) Thumb indicates 1 for Europeans  
c) Germans maintain rigorous eye contact  
d) Indonesians consider looking directly in the eyes as disrespectful

(Total 20 Marks)
PART TWO

This part includes SIX compulsory short answer questions.
Answer all questions.

Question 02
Briefly explain five (05) types of likely external audiences for today's businesses. (10 Marks)

Question 03
a) List two (02) traditional and two (02) modern forms of communication used in today's organizations. (6 Marks)

b) Briefly describe two (02) benefits of the above modern methods compared to traditional methods. (4 Marks) (10 Marks)

Question 04
Briefly outline five (05) techniques that can be used in presenting visuals and text attractively. (10 Marks)

Question 05
a) What is nonverbal communication? (2 Marks)

b) Briefly describe common four (04) types of nonverbal communication. (8 Marks) (10 Marks)

Question 06
A new trainee marketing officer seeks your advice on constructing sentences and paragraphs for the purpose of writing a business report. Briefly outline five (05) such points that you will advise. (10 Marks)

Question 07
a) What is a "direct order" in business communications? (4 Marks)

b) What kind of messages would be written in this form? Give three (03) work related examples. (6 Marks) (10 Marks)

(Total 60 Marks)
PART THREE

This part includes TWO essay type questions
Answer only ONE question from this part.

Question 08
a) “Business communication is important to any kind of business organization.” Do you agree? Support your view using examples from work.

(14 Marks)
b) What are the current challenges that you observe for business communications in organizations? Discuss at least three (03) of them with examples.

(6 Marks)

(Total 20 Marks)

Question 09
Explain how your business communication skills will help you for a successful job search?

(Total 20 Marks)

(Total 100 Marks)

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