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
Communication in the modern day business environment;

a) Is largely influenced by new electronic media
b) Requires increased concern for ethics and social responsibility
c) Is affected by increasing globalism and workplace diversity
d) Is all of the above

Question 01.2
Select the most appropriate statement about communication in organizations;

a) Internal operational communication takes place outside the organization
b) External operational communication is informal in nature
c) Amount and nature of personal communication affects employee productivity
d) Much of employee communications today, is not performed on computer systems

Question 01.3
Who is not an external audience for today’s businesses?

a) Customers
b) Regulatory agents
c) Public groups
d) Employees

Question 01.4
Which of the following is wrong about the use of sentences and paragraphs?

a) Business users prefer long sentences
b) Sentences and paragraphs involve adaptation to the intended readers
c) Readability statistics is helpful in measuring the complexity of a written document
d) Short sentences are clear but should not be overused
Question 01.5
Economizing on words:
A. Is achieved by using cluttering phrases
B. Is improved when surplus words are added

a) Both A and B are correct
b) A is correct and B is incorrect
c) Both A and B are incorrect
d) A is correct and B is incorrect

Question 01.6
With regards to “writing process” which of the following is more accurate?

a) Drafting is done by inexperienced writers only
b) Planning starts with defining the goals of communication
c) After completing the draft, the writer should identify the audience
d) Revising is absolutely unnecessary if the writer is well experienced

Question 01.7
To achieve positive effect in writing;

a) Adopt “you” viewpoint
b) Focus on what you can do
c) Be courteous
d) Use all of the above techniques

Question 01.8
What is not recommended about the use of mobile devices in communication?

a) Select a suitable ring tone as it reflects about you
b) Keep calls and messages short
c) SMS is useful in communicating confidential or potentially embarrassing matters
d) Mobiles should be turned off particularly during take-off and landing of airplanes

Question 01.9
With regards to print and online documents what is not true?

a) Sharpness of letters and images are better in print than on screen
b) Online documents have varying window sizes while most printed documents are A4
c) Printed or online, emphasis and logical flow are equally important
d) All of the above statements are false
Question 01.10
What is the most appropriate advice about structuring questions?

a) Use bullet points to separate questions
b) List the questions in order of importance
c) Both A and B are recommended
d) A is recommended while B is not

Question 01.11
Which is not an internal operational communication example?

a) Marketing manager emailing a customer about a service complaint
b) Management writing to staff about information security policy of the company
c) Team leader writing to team members about late attendance
d) Notice of meeting for the company sports day organizing committee

Question 01.12
In formulating persuasive messages;

a) Knowing the audience’s psychographics are very useful
b) Clearly mention the expected action
c) Offer reasons for the reader to “buy” your point
d) Use all A,B,C techniques above

Question 01.13
Select the most desired practice in sales messages;

a) The common practice is to add on some deceptive claims
b) Offering “opt-out links” for recipients is professional courtesy
c) Send as many as possible, since sales messages are treated as junk anyway
d) Omit the important and critical information that is useful for the reader

Question 01.14
With regards to using visuals in communication, which statement is more accurate?

a) Visuals are used to support the text, hence the need to be appropriately used
b) Use complex graphics as much as possible
c) Visuals are not culturally sensitive, so they can be freely used
d) Using the wrong type of chart is called “error of scale”
Question 01.15
What answer does not include elements of professional talking?

a) Voice quality and word selection
b) The speed, pitch and volume
c) Style and adaptation to audience
d) Slang, tone of voice and style

Question 01.16
When applying for a job;

a) Analyse your skills and interests
b) Analyse the employer
c) Formulate the CV and cover letter
d) Follow all the above steps

Question 01.17
In preparing PowerPoint slides;

a) Use formal colours and fonts
b) Include extensive text to explain your points
c) Heading font size 12 is appropriate
d) Animations are compulsory

Question 01.18
A professional curriculum vitae;

a) Could be 4 pages long
b) Should be typed using a very fashionable font to make it attractive
c) Must include significant referees even if they do not know you personally
d) Should avoid all of the above as they are not the accepted professional practice

Question 01.19
What techniques out of the following will not be helpful to make a presenter successful?

a) Practice
b) Avoiding eye contact
c) Knowing the audience
d) Breathing and using silence
Question 01.20
Ability to communicate professionally in the work place;

a) Is useful to make friends
b) Leads to career progression
c) Very important to build a good customer base
d) Serves all of the above

(Total 20 Marks)
PART TWO
This part includes SIX (06) compulsory short answer questions. 
Answer all questions.

Question 02
Draw and briefly explain the communications process. 
(10 Marks)

Question 03
“Business communication and discussions should be carefully managed to suit the culture of 
the audience”. List five (05) communication incidents where the culture should be respected 
and the communication should be adapted accordingly. 
(10 Marks)

Question 04
Re-write the following, eliminating the additional words.

i. He ordered desks that are for executives 
ii. The machines that were damaged by the fire were repaired 
iii. By the examining of production records, they found the error 
iv. In the period between April and June, we detected the problem 
(10 Marks)

Question 05
Briefly describe three (03) situations in which you need to use direct form of writing. 
(10 Marks)

Question 06
Briefly explain positive two (02) points and two (02) negative points about social media based 
communication. 
(10 Marks)

Question 07
List and briefly explain four (04) methods you can achieve correctness in business writing. 
(10 Marks)

(Total 60 Marks)
PART THREE

This part includes TWO (02) Essay Type Questions
Answer only ONE (01) question from this part

Question 08

Write a letter denying a request for a donation to an organization of your choice. You may use appropriate style, logic and closing. Write the complete reply.

(Total 20 Marks)

Question 09

How to be a good listener? Explain with examples.

(Total 20 Marks)

(Total 100 Marks)

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