



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADASTRAL ZONE, UNIVERSITY VILLAGE, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION 1234

COURSE CODE: ENT 726: BUSINESS COMMUNICATION SKILLS FOR ENTREPRENEUR

CREDIT UNIT: 2

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt questions one (1) and any other two (2) questions.
Three questions in all**
- 3. Question one (1) is compulsory and carries 30marks,
while the other questions carry 20marks each.**
- 4. Present all your points in coherent and orderly Manner**

1a. Discuss in details the stages involved in the communication process.

1b. List and explain the requirements for effective communication.

1c. Briefly explain five (5) types of communication.

2a. Communication studies is an academic field that deals with the process of communication. Discuss.

2b. Discuss the need for communication training in business.

2c. Explain briefly the following terms:

- i. Quasi Vertical Business Communication
- ii. Visual Communication
- iii. Proxemics
- iv. Kinetics
- v. Para Language

3a. Enumerate and discuss succinctly any seven (7) study methods you know.

3b. Critically examine and elaborate on the practice of Note making in Business Communication.

4a. Discuss your understanding of Phonetics, Word Stress, Sentence Stress and Homophones.

4b. Discuss briefly the steps involved in the writing process.

4c. Enumerate the different parts of a formal letter written in a business organization.