



NATIONAL OPEN UNIVERSITY OF NIGERIA,  
PLOT 91, CADASTRAL ZONE, JABI, ABUJA  
FACULTY OF ARTS  
**DEPARTMENT OF LANGUAGES**  
JANUARY/FEBRUARY 2018 EXAMINATION

COURSE CODE: ENG316

COURSE TITLE: Communication for Business

TIME ALLOWED: **1½ Hours**

INSTRUCTION: Answer **TWO** questions. **Question 1** is Compulsory. Each question earns 35 Marks.

1. (a) Explain in detail the term 'Communication'.  
(b) State with examples four aim of communication.  
(c) Highlight eight qualities of effective communication.
2. (a) State what oral communication is and five principles of oral communication you know.  
(b) Define the following methods of business communication, stating one advantage and disadvantage of each method:
  - i. Horizontal communication
  - ii. Downward or vertical Communication
  - iii. The Grapevine or Popular Gossip
3. (a) How would you define public speaking to a lay man?  
(b) State and discuss three major abilities/skills a successful speaker should possess.  
(c) You are the Guest Speaker at the End of Year Prize Giving Ceremony of Pace Setters Secondary School. Discuss the 8 stages you must go through in the specific preparation for the public speaking event
4. (a) What are minutes of meetings? Explain four reasons why it is important to write the minutes of meetings  
(b) In a sequential order identify the nine elements of a business report from the list below:
  - i. Refreshments
  - ii. The Opening Lines
  - iii. Title
  - iv. Greetings
  - v. Issue(s) at Hand
  - vi. Solutions

- vii. Introduction (the occasion for, and terms of reference of, the report or study).
- viii. Discussions
- ix. Financial Report
  - x. Background to (or context of) the report (or study).
- xi. Conclusion
- xii. Methodology (or procedure) for gathering and analysing data.
- xiii. Queries are Raised
- xiv. Budget and time schedule.
- xv. Any Other Business
- xvi. Findings.
- xvii. The Salutation
- xviii. Recommendations.
- xix. Prayers
- xx. References
- xxi. Appendices