



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2022_2 EXAMINATION

Course Code: ENT 726

Course Title: BUSINESS COMMUNICATION SKILLS FOR ENTREPRENEURS

Credit Unit: 2

Instructions:

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

Time Allowed: 2 Hours

EXAMINATION QUESTIONS

Question 1a: Discuss the hierarchy in Business Communication **(10 Marks)**

Question 1b: What is omunication **(10 Marks)**

Question 1c: With the aid of a diagram, discuss the communication process **(10 Marks)**

Question 2: Explain the barriers to effective communication and outline types of communication. **(20 Marks)**

Question 3: Write short notes on the following: Kinetics, Posture, Gesture, Emblems, Illustrators, Adaptors, Regulators, Haptics, Eye Gaze, Paralanguage. **(20 Marks)**

Question 4: Discuss the three (3) types of communication tjere is. **(20 Marks)**

(Wishing You All The Very Best)