

**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja  
**FACULTY OF MANAGEMENT SCIENCES**  
**2023 2 EXAMINATIONS—**

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**Course Code: ENT726**

**Course Title: BUSINESS COMMUNICATION 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 questions carry 20 marks each**
- 4. Present all your points in coherent and orderly manner**

**Time Allowed: 2 Hours**

**EXAMINATION QUESTIONS**

***Compulsory Question***

***Question 1a:*** Bargaining and negotiations has been part of business and market from the very first and earliest centuries of barter trade. As the concept of business evolved over the years, these concepts were fine-tuned and entrenched into the process of business communication. In our studies of Business Communication, discuss your understanding of the concept known as Negotiation. **(10 Marks)**

***Question 1b:*** Business negotiation can take many forms depending on the initiating party. It can also be categorized into types, styles, levels and models. Outline and analyze the different Styles of Negotiations there is. **(10 Marks)**

***Question 1c:*** Business communication can take the form of horizontal or vertical dimensions in corporate or organizational communication. Business communication can also take the dimension of hierarchy. Discuss the Hierarchy in Business Communication **(10 Marks)**

***Question 2a:*** Writing in business communication is millions of miles apart from writing in personal communication. This therefore implies that there are rules to observe and steps to follow in discharging business communication. Discuss the steps that are involved in writing process

***Question 2b:*** Writing processes is not devoid of challenges and chaos. All forms of communication do have its own share of hitches. In Business Communication, discuss what you understand by writing trials

**(20 Marks)**

***Question 3a:*** Business communication is littered with many concepts that establish it as a form of science. Communication generally can be an art in the form of writings and it can be as science in the form of an act. What is the science in communication known as Phonetics **(10 Marks)**