

COURSE CODE: ENT 726

CREDIT UNIT: 2

COURSE TITLE: Business communication skills for entrepreneurs

TIME ALLOWED: 2 hrs

INSTRUCTION: 1. Attempt question One (1) and any other two (2) question

2. Question number One (1) is compulsory and attracts 30 marks while any other two questions attract 20 marks each.

1. a. Explain the benefits of Business Communication Training that you know (5 Marks)  
b. List the types of skill development that you need to be effective in business communication (5 Marks)  
c. Explain "Non-verbal communication" Highlighting the following:
  - i. Definition
  - ii. Non-verbal elements any five (5) (15 Marks)
  - d. Discuss the "Functions of Non-Verbal Communication" highlighting only five (5) of them (5 Marks)
2. a. Define "English Grammar" and "Part of Speech" (5 Marks)  
b. Explain the term "Clause" to a layman (4 Marks)  
c. Explain in detail, the different uses of clauses (6 Marks)  
d. What do you understand by the word stress in English phonetics? (5 Marks)
3. as an entrepreneur and consultant, who is charge in training people, and as about the following, kindly discuss the following concepts in writing process to your trainees:
  - i. Correspondence
  - ii. Memos
  - iii. Electronics Mails
  - iv. Letters (20 Marks)
4. Conflicts are common in business and work place. Where a times it degenerate and affect the growth of the organisation, as an Entrepreneur, :
  - a. What is negotiation? (5Marks)
  - b. What are the likely questions to be answered before going into negotiation? (5Marks)
  - c. Highlight the External Communication components in Corporate Communication (10Marks)
5. a. Interview skill is another very important skill in business communication. It is important because it helps an organisation in making right decision concerning various issues that affect growth of the organisation. You are expected to give detail explanation of any three (3) of the following concepts:
  - i. Interview Skills
  - ii. The Interviewer
  - iii. Structure of Interviews
  - iv. Environment and Atmosphere
  - v. Welcoming the Interviewee (15Marks)  
b. There are two approaches for Identity, respectively: Corporate Identity and Organisational Identity. You are expected to give full detail of them (5Marks)