

WRITING FOR BUSINESS
SEPTEMBER-DECEMBER 2024 EXAMINATION
BACHELOR OF ARTS IN COMMUNICATION
FINAL EXAMINATION (50%)

Exam Instructions

1. Answer **all** questions in section A and any **two** from Section B.
2. The exam is two hours long.
3. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade.
4. Follow the instructions carefully.
5. Please write legibly.

SECTION A: COMPULSORY. Answer **ALL** questions

Question One (30 Marks)

- a) It has been one year since you were appointed to head your current organization. Even though the company's profits have reduced, it is still doing great nevertheless. However, you are disturbed by the rate at which employee dissatisfaction is rising.
 - (i) Describe an organizational theory you can use to assist you effectively manage the organization to the employee's satisfaction (6mks)
 - (ii) Explain two changes you will bring which you hope will lead to employee satisfaction (4mks)
- b) You have noticed the following concerns with employees at the organization: absenteeism; lateness to meetings; non-attendance of meetings; failure to submit critical documents when required; failure to attend important functions. You then realize all these are occasioned by barriers to effective communication.
 - (i) Discuss two types of communication barriers affecting your organization (6mks)
 - (ii) Explain two ways to overcome the barriers mentioned above (4mks)
- c) Your organization is facing hard times as far as finances are concerned, and is considering laying off about 20 employees. You are tasked with delivering this negative message to the employees. Write a letter informing them of this decision (10mks)

SECTION B: Answer any TWO questions**Question Two (10 Marks)**

As the Public Relations official in the organization, you have been requested to write a grant proposal.

- a) Explain the term 'grant proposal' (2mks)
- b) Create an outline with briefs of the content you intend to include in your proposal (8mks)

Question Three (10 Marks)

You are a project manager at a global software development company. Your team, which includes members from different time zones and cultural backgrounds, needs to conduct a virtual meeting to discuss the progress of a critical project. Describe the key considerations for conducting an effective virtual meeting that you will observe.

Question Four (10 Marks)

You have been asked to investigate the extent of wastage by employees in your organization. Write a brief report of seven or more paragraphs in which you observe the rules of paragraphing.

Question Five (10 Marks)

Write your curriculum vitae.