



School of Communication, Languages and Performing Arts

Department of Communication

June 2017 Semester

Writing for Business 243 A & T

FINAL EXAM

#### Instructions

1. This paper has two sections. Section A carries 30 marks. Section B carries 30 marks. Answer **all** questions in Section A and any **two** questions in 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. Please write legibly.

**Section A: Answer all questions in this section. This section carries 30 marks.**

1. It is extremely important to be concise when writing for business. Without eliminating any essential information, revise each sentence to make it more concise. (2 marks each)

- a. He dropped out of school on account of the fact that it was necessary for him to help support his family.
- b. It is expected that the new schedule will be announced by the bus company within the next few days.
- c. There are many ways in which a student who is interested in meeting foreign students may come to know one.
- d. It is very unusual to find someone who has never told a deliberate lie on purpose.
- e. Trouble is caused when people disobey rules that have been established for the safety of all.
- f. At this point in time our current situation is that we actually cannot offer you employment.
- g. There is a strong feeling among several members of the staff employed at this establishment that the increase in compensation that is being offered by management in its proposed new contract would be insufficient to offset the rise in our living costs as a result of the current high levels of inflation in the economy.
- h. Our reason for not being on time for the meeting today was basically that a traffic problem was encountered during the times that we were attempting to get here.
- i. Due to the fact that he turned his term paper in late, he failed the course.
- j. The office manager wanted all the memos to be typed. She wanted all the memos to be typed so that they would be easy to read.

(Total 10 marks)

2. You have been asked to write a business message informing villagers in North Eastern Kenya about the possibility of having running water in their homes. Explain the four basic steps you need to follow when planning this message (12 marks)

3. A designated leader of a meeting has an extra degree of responsibility and accountability. How would you, as a leader of a meeting, ensure that the meeting is as effective as possible? (8 marks)

**Section B Answer any two questions (30 marks)**

**Question 4**

In spite of the challenges, informal channels of communication are important in promoting effective communication in the workplace. Discuss. (15 marks)

**Question 5**

- a) What is business research? (3 marks)
- b) Using relevant examples, discuss the four main factors that determine whether one should conduct business research or not. (12 marks)

**Question 6**

Paul uses a fake name and makes negative comments online, which is a sign of poor etiquette. Give at least seven (7) factors that demonstrate proper etiquette when using electronic media. (15 marks)