



School of Communication and Languages

Department of Communication

January 2015 Semester

COM 243 ABCDUT Business Writing

Final Exam

Instructions:

1. Answer **all** questions
2. The exam is two hours long
3. This is not an open book exam. Any form of cheating will lead to immediate dismissal from the exam room. The candidate will earn a failing grade
4. Follow the instructions
5. Please write legibly

1. Distinguish the following business communication terms (6 marks)
 - a. Agenda vs minutes
 - b. Horizontal vs diagonal communication
 - c. Formal vs grapevine communication
2. Effective business writing takes the perspective of the reader. Using examples, explain five ways you can adapt to your audience through the selection of words (10 marks)
3. Explain five advantages of using email in business communication (10 marks)
4. Discuss three ethical principles that need to be upheld when communicating in an organization (6 marks)
5. Briefly describe four factors to consider in the selection of media for business communication (8 marks)
6. You are a recent graduate of Daystar University and have just landed your first job. Three weeks into the job you realize that some of your team members would greatly benefit from some of the writing skills that you learnt in your COM 243 class. One of the business writing problems that you have noticed in the office is that team meetings are rarely effective and a lot of time is wasted with unnecessary activities and discussions.
 - a. Write a memo to you team leader and suggest to him/her that you can organize for training. Include all the necessary details in the memo (10 marks)
 - b. Using the information from (a) above, write a fully-blocked letter to the reservation manager of The Place Hotel, where you plan to hold the meeting. Include all necessary details (10 marks)