



UNIVERSITY OF EDUCATION, WINNEBA  
COLLEGE OF TECHNOLOGY EDUCATION  
FACULTY OF BUSINESS STUDIES EDUCATION  
DEPARTMENT OF MANAGEMENT EDUCATION  
END OF SECOND SEMESTER EXAMINATIONS - MAY, 2019

INDEX NUMBER.....

COURSE TITLE	BUSINESS COMMUNICATION
COURSE CODE	BME 123
DURATION	TWO HOURS
NAME OF LECTURER	VERONICA ADU-BROBBEY (MRS)
INSTRUCTION	ANSWER ALL QUESTIONS ON THE QUESTION PAPER

SECTION A - CIRCLE THE RIGHT ANSWERS TO THE FOLLOWING QUESTIONS (19 marks)

- One of the following is among the guidelines for adapting to any business culture
  - follow the 'Golden Rule
  - practice intolerance
  - a and b above
  - be aware of your own biases
- Business communication can best be explained as
  - The process of transmitting information and meaning between the sender and the receiver
  - Imparting or exchange of pleasantries between the sender and the receiver
  - Meaningful cooperation between the sender and the receiver
  - None of the above

3. Which of the following is not an element of communication process?
- encoder
  - exchanger
  - audience
  - medium
4. Articulate, knowledgeable and confidence are attributes of a good
- receiver
  - communicator
  - message developer
  - sender
5. The process of applying meaning and understanding the message is termed as .....
- Feedback
  - Decoding
  - Encoding
  - Analysis
6. An interruption of the medium or channel of communication while the message is being transmitted, is described as:
- Noise
  - Technical noise
  - Semantic noise
  - Psychological
7. Which of the following things is not needed before the receiver gets a message
- making sense of the message
  - selecting the message from other messages clamouring for attention
  - perceiving the message as an opposing one
  - All the above
8. Functions of communication includes all the following except
- helping to impart beliefs
  - improving employer-employee relationship
  - making known employee grievances to management
  - helping shareholders to have remedial actions on their shares

9. Communication is important to one's success in an organization due to all except
- Closer ties with important communities in the marketplace
  - Greater employee engagement with their grievance procedures
  - Increase productivity
  - None of the above
10. A group discussion along the pathway during break time can be linked to
- Formal communication
  - Vertical communication
  - Informal communication
  - None of the above
11. A person who judges other groups according to the standards, behaviours and customs of his/her own group is practicing ..... in communication.
- stereotyping
  - cultural pluralism
  - xenophobia
  - ethnocentrism
12. Conciseness as in the 7C's of communication means
- Keeping the message short
  - Keeping the message to the point
  - Supporting the message with facts and figures
  - None of the above
13. Which of these verbal communication media is more appropriate for describing details especially of technical nature?
- visual communication
  - written communication
  - oral communication
  - audio-visual communication
14. The following are true about communication in low-context culture organizations except
- rules and regulations are spelt out
  - Collectivist
  - Focus on results of the decisions they face
  - exchanging information

15. Progress report and reports of grievance procedures are forms of .....communication
- a. Downward
  - b. Horizontal
  - c. Upward
  - d. Diagonal
16. Which of the following best explains the term 'xenophobia'
- a. fear of strangers and foreigners which sometimes become deadly
  - b. forming fixed idea about a group which sometimes become deadly
  - c. applying unacceptable methods to deal with different ethnic groups
  - d. assuming all cultural groups behave the same way as one's own
17. The practice of accepting multiple cultures on their own terms in communication is
- a. cultural antagonism
  - b. stereotyping
  - c. cultural pluralism
  - d. ethnocentrism
18. Some organizations invest in a variety of assistive technologies such as devices and system that help workers communicate orally and visually, and enjoy greater mobility in the workplace. This move is aimed at helping to solve.....
- a. Gender difference
  - b. Age difference
  - c. Religious difference
  - d. Ability difference
19. The most widely used channel of communication is the .....
- a. vertical communication
  - b. horizontal communication
  - c. Cross-cultural communication
  - d. diagonal communication



SECTION B - PROVIDE ANSWERS TO THE FOLLOWING QUESTIONS (31 marks)

20. Identify the three (3) categories of noise

i..... ii..... iii.....

21. Suggest one common circumstance under which psychological noise may occur

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.....

22. Which channel of communication can we place company report, trade fairs and open days?

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23. State any two (2) origin of grapevine in an organization

i.....  
ii.....

24. Communication, according to Robert Kreitner (2016) is a chain made up of identifiable links. Mention any three (3) of such links.

i..... ii..... iii.....

25. One positive aspect of the informal network is that it provides feedback to the management of organizations. How true is this statement?

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26. Feedback is said to be the reverse of communication. Indicate your understanding of feedback.

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27. .... involves all communication network between the various levels of the organization's hierarchy, department, branches or individuals.

28. Non-verbal communication can be broadly grouped into five (5). Mention and explain any two (2) of them.

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29. Efficient flow of communicating messages is one of the ways to understand intercultural communication. Provide two (2) ways by which you can ensure an efficient flow of communication in your organization.

- i. ....
- ii. ....

30. What is your understanding of ethical lapse?

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31. Culture indicates to group or community with which we share feelings and develop our understanding of the world. Culture influences everything about communication.

Mention any three (3) areas that culture influences communication.

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32. Provide one (1) distinction between verbal and non-verbal communication.

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33. State and explain one general guideline for adapting to any business culture.

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34. Oral communication is the process of expressing information or ideas through spoken words. It involves effective listening. Outline two (2) guidelines for effective listening.

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35. Explain intercultural communication.

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36. Ghana differs socially from other cultures. With two (2) examples, explain how  
Ghanaians address people.

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37. Explain the Ghanaian concept of time.

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SECTION C - INDICATE BY CIRCLING WHETHER THE FOLLOWING STATEMENTS  
ARE TRUE OR FALSE (10 marks)

38. One function of communication is to improve relationship between suppliers and the  
debtors. T/F?

39. Culture influences the way one thinks which in turn affects the way one communicates.  
T/F?

40. Xenophobia negatively affects intercultural communication. T/F?

41. The 'Golden rule' in business culture is 'treat people the way you want to be treated'.  
T/F?

42. The reverse of the communication process is feedback. T/F?

43. Internal distractions are thoughts and emotions that allow audience to focus on incoming  
message. T/F?

44. Uncomfortable meeting rooms and human errors to crowded computer screens are  
examples of internal source of noise. T/F?

45. The purposes of external communication vary from public relations and image-building  
to other areas. T/F?

46. Upward communication is viewed as an attempt to improve internal communication.  
T/F?
47. The Ghanaian show of respect in business is an example of legal and ethical difference in culture. T/F?
48. Facial expression like smile and narrowed eyes are used to express anger or fear. T/F?
49. Ethical communication promotes long term success and profit for businesses. T/F?
50. Diverse workforce offers a broader opportunities for motivating employees. T/F?
51. In low-context cultures trust is the most important part of business dealings. T/F?
52. Because legal systems differ from culture to culture communicators should send and receive messages with judgement. T/F?
53. Female executives are taken seriously until they successfully handle challenges to the knowledge, patience and capabilities in certain cultures. T/F?
54. Problems of verbal communication include poor note taking and selective listening. T/F?
55. Interpersonal, intrapersonal and impersonal are the levels in verbal communication. T/F?
56. The results of ineffective communication can range from time wasting to tragic. T/F?
57. Feedback sounds of surprise or agreement or consequence or importance are linguistic sounds. T/F?

**Good Luck**