



UNIVERSITY OF EDUCATION, WINNEBA
COLLEGE OF TECHNOLOGY EDUCATION
FACULTY OF BUSINESS EDUCATION
DEPARTMENT OF ACCOUNTING STUDIES EDUCATION

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END OF SEMESTER TWO EXAMINATION – MAY, 2019

COURSE	BUSINESS COMMUNICATION
COURSE CODE	MGT 362
DURATION	2 HOURS
LECTURER	A. F. MENSAH
INSTRUCTIONS	ANSWER ALL QUESTIONS IN SECTIONS A & B AND ANY ONE IN SECTION C IN YOUR ANSWER BOOKLET

SECTION A – OBJECTIVES [20 MARKS]

Select the most suitable option and write the alphabet that corresponds to it in your answer booklet

1. Proofing a message is usually done at the
 - a. revising phase
 - b. planning phase
 - c. composing phase
 - d. organizing phase
2. An ethical lapse in communication is
 - a. choosing among alternatives that are not clear cut.
 - b. sending a message which is inaccurate
 - c. making a clearly unethical choice.
 - d. sending a message that is difficult to understand.
3. Which of the following is not among the 7Cs of communication?
 - a. Consideration
 - b. Courtesy
 - c. Convenience
 - d. Concreteness
4. In cross-cultural communication, one of the factors affecting human relationships is
 - a. anger
 - b. environment
 - c. values
 - d. climate
5. A nod or wave will seek to
 - a. create understanding
 - b. express needs and requirements
 - c. impart information
 - d. acknowledge or maintain a link
6. involves putting an idea, feeling or opinion into a form which can be transmitted.
 - a. Transmitting a message
 - b. Encoding a message
 - c. Decoding a message
 - d. Feedback
7. The distraction and interference in the communication environment as a result of a defect in the medium of transmission is

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- a. technical noise
 - b. physical noise
 - c. social noise
 - d. environmental noise
8. Easy going individuals who have short attention span are called.....
- a. avoider
 - b. drifters
 - c. absentees
 - d. sleepers
9. One of example of downward communication is
- a. information by subordinate about himself.
 - b. report from a subordinate about others and their problems.
 - c. induction of employees.
 - d. reports from subordinates on what has been done.
10. often have difficulty telling others "no" to requests.
- a. Performers
 - b. Achievers
 - c. Avoiders
 - d. Pleasers
11. Interference created by the differences in personality outlook of the sender and recipient is referred to
- a. psychological noise
 - b. physical noise
 - c. personality noise
 - d. social noise
12. These are individuals who are more comfortable with data than people.
- a. Commanders
 - b. Attackers
 - c. Analyticals
 - d. Performers
13. Interdepartmental teams, committees or meetings are examples
- a. diagonal communication
 - b. upward communication
 - c. horizontal communication
 - d. downward communication
14. Bush telegraph is associated with
- a. technical noise
 - b. grapevine
 - c. physical noise
 - d. external communication network
15. In a business letter, the subject heading immediately follows the
- a. salutation
 - b. inside address
 - c. complimentary close

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- d. return address
16. Which of the following is not a prefatory part of a report?
- a. Acknowledgement
 - b. Title page
 - c. Abstract
 - d. Reference
17. Which of the following will be appropriate when writing to Clement Boateng?
- a. Dear Mr. Clement Boateng
 - b. Dear Mr. Clement
 - c. Dear Boateng
 - d. Dear Clement
18. An appendix is
- a. part of the main body of a report
 - b. a prefatory part of a report
 - c. part of the conclusion of a report
 - d. a supplementary part of a report
19. Determining whether the purpose of a business message is realistic or not takes place during the
- a. planning stage of the composition process
 - b. revising stage of the composition process
 - c. composing stage of the composition process
 - d. organizing stage of the composition process
20. Upward communication may be improved by
- a. job rotation
 - b. interdepartmental meetings
 - c. training and coaching managers
 - d. encouraging suggestion schemes

SECTION B (20 MARKS)

Re-write the sentence by changing unfamiliar language to familiar, abstractions to concrete language, passive sentences into active, discriminatory writing to bias-free language and correcting camouflaged verbs to direct ones.

1. An engineer draws up a maintenance plan for his department.
2. Important steps should be taken by management to achieve objectives.
3. The class must ensure the completion of the assignment on schedule.
4. This machine has a tendency to develop excessive and unpleasant audio symptoms when operating at elevated temperatures.
5. Profits last year were very high.
6. It was my duty to make a determination of the damages.
7. A typical postman rarely makes mistakes in delivering his mail.
8. We will ask him to bring about a change in his work routine.
9. Acceptance of all orders must be made by the chief.
10. Michael lost a fortune in the United States.
11. A good executive plans his daily activities.
12. Stephen could not speak because he was intimidated by the crowd.
13. The committee made amendment in the guidelines to increase their members.
14. Fishermen should observe safety regulations.
15. The tax return was completed before the deadline by Mr. Nkrumah.
16. It is imperative that consumers be unrestrained in determining their preferences.
17. A fashion designer always tries to satisfy her customers.
18. They are going to see to the establishment of a welfare scheme in the school.
19. We will amend our constitution in the near future.
20. He made the implementation of the plan.

SECTION C [20 MARKS]

Answer one (1) question only in this section.

1. a. One of the tasks in the composition process is to analyse the audience. What would you do to
 - i. develop the profile of your audience? [5 marks]
 - ii. satisfy the information needs of your audience? [5 marks]
- b. Nonverbal messages come in various forms. Explain some common types of nonverbal communication. [10 marks]
2. You are a member of a committee of five formed on the April 26, 2019 by the chairman of the Hall Council of Opoku Ware II Hall to look into a case in which a group of students from the Hall went on rampage and assaulted some innocent students in the Hall. The committee was to identify the culprits, the causes of their behaviour, the effect of their action and make recommendations.

Your sources from eye witnesses, the victims who got injured and the porter on duty revealed that the culprits were five students in the level 300 Accounting class. These students got drunk during the birthday celebration of one of them at a drinking spot located at the center of the hall. They destroyed a sound system belonging to the bar, broke into some rooms and assaulted and injured four students. In the process, some louvre blades of those rooms were broken. Indeed, the student handbook stipulates a minimum of one-year suspension and a maximum of outright dismissal for assault as well as written warning for drunkenness.

Using the short-formal report format, write the committee's report for submission to the Dean of Student Affairs. [20 marks]