

**AKENTEN APPIAH-MENKA UNIVERSITY OF SKILLS TRAINING AND
ENTREPRENEURIAL DEVELOPMENT**

FACULTY OF BUSINESS EDUCATION

DEPARTMENT OF MANAGEMENT STUDIES EDUCATION

END OF 2ND SEMESTER EXAMINATION – AUGUST, 2021

PROGRAMME	BSC. ACCOUNTING EDUCATION (LEVEL 300)
COURSE TITLE	BUSINESS COMMUNICATION
COURSE CODE	MGT 362
LECTURER	ANTHONY FREEMAN MENSAH
DURATION	2 HOURS
INSTRUCTIONS	ANSWER ALL QUESTIONS IN SECTIONS A & B AND ANY ONE (1) 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. Which of the following is intended to acknowledge or maintain a link or relation?
 - a) Expressing needs and requirements
 - b) Creating awareness
 - c) Creating understanding
 - d) Waving someone
2. One of the reasons for receiving and accepting communication is
 - a) the trustworthiness of the information source
 - b) the complexity of the message
 - c) the cost involved in transmitting the message
 - d) the need to maintain confidentiality
3. One of the activities of a receiver in the communication process is
 - a) conceiving the message
 - b) decoding the message
 - c) encoding the message
 - d) transmitting the message
4. Ethical dilemma in communication involves
 - a) making a clearly unethical choice
 - b) making a choice that is illegal
 - c) choosing among alternatives that are not clear cut
 - d) making a choice that is completely unacceptable

5. Noise generated by passing traffic is an example of
- a) social noise
 - b) physical noise
 - c) technical noise
 - d) traffic noise
6. Which of the following involves a failure of the channel during communication?
- a) Physical noise
 - b) Social noise
 - c) Psychological noise
 - d) Technical noise
7. When there is exhibition of excessive emotions such that the effectiveness of communication is affected, then there is
- a) technical noise
 - b) psychological noise
 - c) social noise
 - d) physical noise
8. Interferences created by differences in the personality, culture or outlook of the sender and recipient emanates from
- a) social noise
 - b) psychological noise
 - c) technical noise
 - d) physical noise
9. Horizontal communication may be improved by
- a) induction
 - b) job rotation
 - c) appraisal
 - d) delegation
10. This is a second network of communication that does not follow a set pattern.
- a) Crosswise communication
 - b) Diagonal communication
 - c) Lateral communication
 - d) The grapevine
11. People who speak in crisp, direct and hard- hitting tones are referred to as
- a) Attackers
 - b) Avoiders
 - c) Commanders
 - d) Fighters
12. Drifters are individuals
- a) who appear angry
 - b) thrive on control
 - c) who are not tactful
 - d) who have short attention span

13. Individuals who shun recognition and responsibility in order to minimize interaction and visibility are
- a) Attackers
 - b) Avoiders
 - c) Analytics
 - d) Commanders
14. People who seem to find humor in all things are usually
- a) Performers
 - b) Achievers
 - c) Pleasers
 - d) Organizers
15. Which of the following are more comfortable with data than people?
- a) Drifters
 - b) Achievers
 - c) Analytics
 - d) Performers
16. An interaction between the public relations officer in the marketing department and the director of finance is an example of
- a) upward communication
 - b) downward communication
 - c) horizontal communication
 - d) diagonal communication
17. Which of the following is not a prefatory part of a report?
- a) Appendix
 - b) Table of content
 - c) Acknowledgement
 - d) Title page
18. This contains only the report title and is included solely for reasons of formality
- a) Title page
 - b) Dedication
 - c) Title fly
 - d) Abstract
19. Which of the following does not occur during the planning stage of the composition process?
- a) Analyzing audience
 - b) Establishing main idea
 - c) Formulating message
 - d) Defining purpose
20. Which of the following should appear immediately after the inside address of a business letter?
- a) Salutation
 - b) Date
 - c) Return address
 - d) Subject heading

SECTION B [20 MARKS]

Re-write each sentence by changing abstract language to concrete, passive to active, unfamiliar to familiar, discriminatory to bias-free and by eliminating camouflaged verbs.

1. It was the decision of the committee to suspend the cashier.
2. These guidelines have been changed by the director.
3. Your passbook savings account will earn the highest possible interest.
4. People's propensity to consume is insatiable.
5. A good executive plans his daily activities.
6. These reports are prepared by the salespeople every Friday.
7. It was my duty to make a determination of the damages.
8. Profits last year were very high.
9. Recent stock acquisitions have accentuated the company's current financial crisis.
10. A speaker of parliament should not display his party affiliations during discussions.
11. Most of our workers do not have identity cards.
12. The tax return was completed before the June 15 deadline by Janet.
13. It is imperative not to restrain consumers in determining their preferences.
14. The president tried to effect a reconciliation of the two groups.
15. There are no vacancies for the deaf in that institution.
16. New spices and cooking techniques were tried by Lucy to improve her meals.
17. We ensure the verification of the shipments every week.
18. Here is a product with very little markup.
19. A good secretary screens all telephone calls for her boss and arranges his schedule.
20. Please ascertain the extent of our fiscal liability.

SECTION C [20 MARKS]

Answer one question only in this section

Q1

- a. One of the tasks in planning business messages is analyzing the audience. Show how you would develop the profile of your audience. [10 marks]
- b. Explain how you would satisfy the information needs of your audience. [10 marks]

Q2.

- a. Non-verbal messages came in various forms. Identify and explain any four types of non-verbal communication. [8 marks]
- b. Mr. Stephen Nipah, the Owner Manager of Adam Stores at Fankyenebra applied for GHS10,000 worth of curtain materials on credit from your wholesale organization, Bofo Ne Nyame Ltd in Kumasi. After carefully reviewing the information that Mr. Nipah submitted for consideration, you think you cannot grant his request. With all the functional elements of a business letter, write your response to Mr. Nipah, handling the situation in the best possible way. [12 marks]