

AKENTEN APPIAH – MENKA

**UNIVERSITY OF SKILLS TRAINING AND ENTREPRENEURIAL
DEVELOPMENT**

FACULTY OF BUSINESS STUDIES EDUCATION

DEPARTMENT OF MANAGEMENT EDUCATION

SUPPLEMENTARY EXAMINATION

Date: February, 2021

COURSE TITLE	Business Communication
COURSE CODE	MGT -363
DURATION	2hours
NAME OF LECTURER	Evelyn Asare
INSTRUCTIONS	Attempt All the questions.

QUESTION ONE

A. Briefly explain each of the following:

- Business communication
- Social communication
- Diagonal communication
- Horizontal communication
- Vertical communication

B. State functions of communication in business organisations (20 marks)

QUESTION TWO

With the aid of diagram discuss business communication process (20 marks)

QUESTION 3

A. State and explain any five factors that influence choice of communication medium (10marks)

B. List five principles of effective communication (10marks)