

EDU/14/15/0141



OLABISI ONABANJO UNIVERSITY, AGO-IWOYE
DEPARTMENT OF EDUCATIONAL MANAGEMENT AND BUSINESS STUDIES
HARMATTAN SEMESTER EXAMINATIONS
2016/2017 ACADEMIC SESSION

EXAMINATION: Bachelor of Business Education Examination
COURSE CODE: BBE 303
COURSE TITLE: Business Communication
COURSE UNIT: 2 Units
TIME ALLOWED: 1 Hour 30 Minutes
INSTRUCTIONS: Attempt all questions in both sections

SECTION A

1. Communication starts with:
a) Message ☒ b) Sender c) Channel d) Feedback
2. The two broad areas of communication are:
a) Oral and written communication ☒ b) Verbal and written communication
c) Verbal and non-verbal communication d) Oral and verbal communication
3. Which of the following are examples of oral communication?
a) Meetings, memos and presentations b) Meetings, memos and performance reviews
☒ c) Meetings, presentations and performance reviews d) Reports, presentations and performance reviews
4. Which of the following are examples of written communication?
a) Letters and voicemail ☒ b) Reports and email c) Circulars and voicemail d) Presentations and email
5. Functional coordination is one important reason for communicating with :
a) Superiors ☒ b) Peers c) Subordinates d) Employees' unions
6. Communication with superiors involves:
a) Problem solving ☒ b) Disciplinary matters c) Welfare aspects d) Public relations
7. Readability is determined mainly by :
a) Punctuation ☒ b) Length of words c) Active and passive voice d) Spelling
8. One broad principle of general writing is :
a) Write to express, not to impress b) Write to impress not to express
c) Tone d) Emphasis and subordination
9. Writing style can be improved through use of :
a) Jargon b) Slang ☒ c) Simple words d) Metaphors
10. All the following are advantages of oral communication, except :
a) Control over receiver's attention b) Immediate feedback c) Personal quality
d) Conveying complex information

11. Teleconferencing is not suitable for :
a) Meetings b) Interviews c) Problem solving d) Keeping in touch with country offices
12. One advantage of telephone communication is :
a) Good for problem solving b) Permits use of some non-verbal cues
c) Conveying large amount of information d) Keeping a permanent record
13. Reading refers to which element of the communication process?
a) Encoding b) Decoding c) Message d) Channel
14. Reading for information about what is happening within your organization is called :
a) Reading for pleasure b) Reading for personal interest c) Reading for internal information
d) Professional reading
15. All the following are characteristics of meetings, except:
a) Focused b) Planned c) Highly formal d) Structured
16. The word "memo" is a short form for :
a) Memory b) Memorizing c) Memorandum d) Memoirs
17. Memo is derived from a Latin word which means :
a) A thing which must be remembered b) A thing which must be memorized
c) A thing which must be written d) A thing which must be communicated
18. One characteristic of a memo is :
a) Formal b) Tool for external communication c) Concise d) Pretentious
19. All the following types of information can be posted on the intranet, except:
a) Employee benefits b) Declared holidays c) Company policies d) Performance appraisals
20. All the following are principles of business letter writing, except :
a) Consideration b) Directness c) Precision d) Ambiguity
21. Which of the following is not a compulsory part of a business letter?
a) Salutation b) Close c) Attention line d) Body
22. A press release is better known today as :
a) Public relations b) Publicity c) News release d) Advertising
23. One advantage of a news release is :
a) Unpaid form of communication b) Highly credible c) Can appear in all media
d) Reaches more number of people
24. Which of the following does not describe a report?
a) Orderly b) Subjective c) Helps decision making d) Helps in problem solving
25. The quality of a report is determined mainly by: _____
a) The language of the report
b) The visual aspects c) The length of the report d) The accuracy of the data

26. A resume summarizes the following :
a) Strengths and weaknesses b) Personality c) Education and experience d) Hobbies
27. Which of the following is characteristic of a chronological resume?
a) Appropriate for experienced candidates b) Mentions most recent job or qualification first
c) Appropriate when education and experience are unrelated to the job applied for
d) Not commonly used
28. Arriving ahead of time for a meeting is an example of :
a) Feedback b) Body language c) Non-verbal communication d) Verbal communication
29. The message sent is not always the same as the meaning attached to the message. This is because of the :
a) Wrong sender b) Wrong medium c) Faulty message d) Inaccurate decoding
30. The term "cardiac orifice" is an example of :
a) Words with multiple meanings b) Jargon c) Highly specific language d) Biased language
31. Wrong decoding means :
a) Badly worded message b) Message sent to wrong receiver c) Interpreted meaning is different from intended message d) Message sent by wrong sender
32. The purpose of public relations is :
a) To sell the company's products b) To communicate with shareholders
c) To project a favorable image of the company among various publics d) To communicate during a crisis
33. Passive listening means :
a) Hard work b) Hearing the sound of words c) Hearing the meaning of words
d) Processing the information
34. The words "cognizant" and "aware" mean the same thing. Using "cognizant" instead of "aware" is an example of:
a) Simple word b) Complex word c) Jargon d) Frequently misused word
35. An impromptu speech means :
a) A prepared speech delivered without any supporting aids b) A speech delivered without any preparation
c) A speech delivered while referring to notes d) A speech delivered by reading from notes
36. "A meeting without an agenda is like a ship without a destination." This means that the meeting :
a) Has no goal b) Lacks leadership c) Is inconclusive d) Is disorganized
37. A memo is known as an inter office memo because :
a) It is used to communicate with peers b) It is used to communicate with superiors
c) It is used to communicate with subordinates d) It is used to communicate between all levels in the organization

38. Consideration in a business letter means :

- a) Stressing the "me" attitude
- b) Using first person pronouns
- *c) Stressing the "you" attitude
- d) Appealing to the sender's interest

39. Objectivity in a business report means the following :

- a) Use of active voice
- b) Use of passive voice
- c) Use of the first person pronoun
- d) Emphasizing the doer of the action

40. The resume should be written before the job application letter because:

- a) The resume is seen first
- b) The resume helps to decide what to highlight in the letter
- c) The resume is more important than the letter
- d) Most employers do not read application letters

SECTION B

1(a) State any 5 purpose of Networks in Organisation

(b) With the aid of a diagram, present any 5 types of Communication Networks

2. Write a memo on any one of the following subjects.

(a) Select any piece of office equipment or furniture – typewriter, calculator, desk, photocopier, etc.

Write a memo to the boss asking for it. Stress the greater productivity this new item will foster.

(b) Notify employees that they may now convert unused sick days into paid vacation days. Keep this memo brief; a favourable message does not require elaborate explanations.

3. Give any five (05) importance of Communication in Business

Guys