



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY VICTORIA ISLAND
LAGOS

OCTOBER 2013 EXAMINATIONS
School of Arts and Social Sciences

Course Code: **ENG316:**

Course Title: **Communication for Business**

Credit Unit: **(2C)**

Time: **1½ Hours**

INSTRUCTIONS: **Answer any two questions of your choice.**

1. What do you consider to be the qualities of effective communication?
2. Using relevant examples, comment incisively on the use (purpose, position, and lettering) of letter-heads by firms.
3. Identify and describe the qualities which reports should have if they are to serve their purpose in business. Explain each quality clearly and illustrate it.
4. List and explain briefly the parts which normally form the minutes of meetings written in business organisations.