



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS  
SCHOOL OF ARTS AND SOCIAL SCIENCES  
MAY/JUNE 2012 EXAMINATION**

ENG316: Communication for Business (2CR)  
Time: 1½ Hours

INSTRUCTION: Answer any TWO questions

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.