



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
MARCH/APRIL 2016 EXAMINATION
SCHOOL OF ARTS AND SOCIAL SCIENCES**

COURSE CODE: ENG316

COURSE TITLE: Communication for Business

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 with relevant examples.
4. List and explain the parts which usually form the minutes of meetings written in business organisations.