



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS**  
**SCHOOL OF ARTS AND SOCIAL SCIENCES**  
**SEPTEMBER/OCTOBER 2015 EXAMINATION**

**Course Code: ENG316**

**Course Title: Communication for Business (2C)**

**Time: 1½ Hours**

**INSTRUCTION: Answer any TWO questions. Each question is 35 Marks.**

1. (a) What is Communication?  
(b) Discuss four (4) purposes of communication.  
(c) What do you consider to be the qualities of effective communication?
  
2. (a) You have been invited to make an oral presentation with the title, 'Principles of Effective Oral Communication' to final year secondary school students in your community. Write down your presentation.  
(b) As a Communications Manager, prepare a written presentation you are to give to new employees of your company on 6 platforms of oral communication.
  
3. (a) What is public speaking?  
(b) Identify the 3 major requirements for successful public speaking?  
(c) Discuss the 8 stages involved in the specific preparation for a public speaking event.
  
4. (a) What are the 9 elements of a business report?  
(b) As the chairperson of a committee set up to investigate the examination malpractice that occurred in your institution, write a formal report of the incident, your findings, and recommendations.