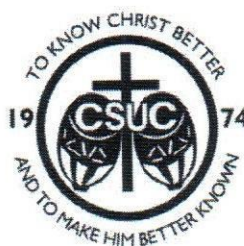


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CHRISTIAN SERVICE UNIVERSITY COLLEGE KUMASI

FACULTY OF HUMANITIES

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION

End-of-First Semester Examination, 2021/2022 Academic Year

Level 300

BACS 309: BUSINESS COMMUNICATION

January, 2022

(70 MARKS)

Time Allowed: 2 1/2 Hours

INSTRUCTIONS TO CANDIDATES

1. This paper is made up of four sections – A, B, C and D. Responses for Section A should be entered on this same question paper. But, those for Sections B, C and D should be entered in the answer booklet provided.
2. Marks will be awarded for clarity of expression and logical presentation of facts.
3. Write your index number clearly at the top of all the sheets of the question paper.
4. Append your signature at the top of all the sheets of the question paper.
5. Answer all questions on Sections A, B and D; and attempt only **ONE** from Section C.
6. You are advised to read all instructions carefully before answering any question.
7. You are advised to write legibly.
8. You will be required to submit your answer booklet along with the question paper.

Examiner: Dr Edward Owusu

SECTION A – (10 MARKS)
SENTENTIAL QUESTIONS
Answer ALL questions in this section.

NO ANSWER BOOKLET IS REQUIRED FOR THIS SECTION. THEREFORE, ALL QUESTIONS ARE TO BE ANSWERED ON THIS SAME QUESTION PAPER.

For questions 1–10, you are to change the sentences from direct to report speech. 1 mark each

1. 'I think I love you', Sosu said.

2. 'My father likes his pictures and mine', Edith said.

3. 'My friend is arriving tomorrow'. Said Ben.

4. 'Why is Amakye absent?' Ansah asked.

5. 'Do you like red wine?' Adwoa asked.

6. 'Sit down!' Awuku said.

7. 'Don't come to my house again!' Abigail said.

8. 'Don't be silly!' Obrempong shouted.

9. 'We will lose the general elections', Obibinii said.

10. 'I will print it for you', Nana Achiaa said.

SECTION B – (20 MARKS)
SHORT ANSWER QUESTIONS
Answer ALL questions in this section.

For questions 11 – 16, you are to provide short answers only

11. At the workplace, matters which tend to emphasis individual's goals are communicated through formal letters, and not through memos. Mention **TWO** of such matters. (2 marks)
12. How different is **public** meetings from **private** meetings? (4 marks)
13. Distinguish between **formal** and **informal meetings**. (4 marks)
14. In terms of purpose, there are two main types of CVs. These are: (2 marks)
15. Briefly explain **behavioural** and **stress** interviews. (4 marks)
16. Explain the difference between **Long Formal** and **Short Formal** Reports (4 marks)

SECTION C – (20 MARKS)
ESSAY-BASED QUESTIONS

Answer only ONE (1) question from this section.

1. You are the Communications Director of XYZ Company Limited. You have been asked to invite all functional managers to a workshop on **Media Law**. Using a business letter format, communicate this information to Mrs. Betty Musah, the Head of Marketing. (Word limit: about 400 words). (20 marks)
2. You attended a two-day seminar at GIMPA on **The Role of PR in Today's Business World**. As the PR Officer of Maciv Consulting Limited, write a short report to your superior at the work place about the seminar. (Word limit: about 400 words). (20 marks)

SECTION D – (20 MARKS)
PROOFREADING

The passage below contains spelling, punctuation, and concord errors. Rewrite it to correct all such errors. In doing so, the meaning, and the structures of the passage should not be altered.

In grave discussions of “the renaissance of the irrational” in our time, superstition do not figure largely as a serious challenge to reason or science. Parapsycology, UFO’s, miracle cures, transcendental meditation and all the paths to instant enlightenment are condemned, but superstition is merely deplored. Is it because it has an unacknowledged hold on so many of us? Few people will admit to being superstition; it implies naïveté or ignorant But I live in the middle of large university, and I see superstition in its four manifestations, alive and flourishing among people who are indisputable rational and learned.

You did not knew that superstition takes four forms? Theologians assure us that it does first is what they call Vain Observances, such as not walking under a lader, and that kind of thing. Yet I saw a deeply learned professor of antropology, who had spilled some salt, throwing a pinch of it over his left shoulder; when I asked him why, he replied, with a wink, that it was “to hit the Devil in the eye.” I did not smile until I asked him further about his belief in the Devil: but I noticed that he did not smile until I asked him what he is doing.

The second form of Divination, or consulting oracles. Another learned professor I know, who would scorn to settle a problem by tossing a coin (which is a humble appeal to Fate to declare itself), told me quiet seriously that he had resolved a matter related to university affairs by consulting the I Ching. And why not? There are thousand of people on this continent who appeal to the I Ching, and their general level of education seems to absolve them of superstition. Almost, but not quite. The I Ching, to the embarassment of rationalists, often gives excellent advise. The third form is Idolatry, and universities can show plenty of that. If you have ever supervised a large examination room you know how many jujus, lucky coins and other bringer of luck are placed on the desks of the candidates. Modest idolatry, but what else can you call it

(20 marks)*GOOD LUCK*