

SOUTHWESTERN UNIVERSITY NIGERIA

KM 20, SAGAMU-BENIN EXPRESSWAY, OKUN OWA, IJEBU-ODE, OGUN STATE.

FACULTY OF SOCIAL & MANAGEMENT SCIENCES

DEPARTMENT OF BUSINESS ADMINISTRATION

HND TO BSC CONVERSION PROGRAMME

2018/2019 FOURTH SEMESTER EXAMINATION

COURSE CODE:BUA 408

COURSE TITLE: Business Communication

INSTRUCTION: Answer question 1 and any other three (3). **TIME:** 2hrs

1. Write an essay titled Improving Security in the North Eastern part of Nigeria.

2. Provide detailed explanation regarding the following:
 - (a) Organisational Communication
 - (b) Interpersonal Communication
 - (c) Mass Communication
 - (d) Teleconferencing

3.
 - (a) What are the range of tools/gadgets required within a business for effective communication.
 - (b) List the nine communication skills every professional should master and explain five.

4. Write extensively on Memo and Report.

5.
 - (a) Differentiate between formal and informal letters by providing three points.
 - (b) Discuss the format of a formal letter.