



**ELIZADE UNIVERSITY, ILARA-MOKIN,
ONDO STATE, NIGERIA**

**FACULTY: HUMANITIES AND MANAGEMENT SCIENCES
DEPARTMENT: BUSINESS ADMINISTRATION
2ND SEMESTER EXAMINATIONS
2013/2014 ACADEMIC SESSION**

**COURSE CODE: 204
COURSE TITLE: BUSINESS COMMUNICATION
DURATION: 2 HOURS**

[Signature]
HOD'S SIGNATURE

INSTRUCTION: Answer ~~three~~ ^{four} questions in all - question 1 and any ~~two~~ ^{three} others.

**Question
No.**

**Total
Mark**

1. Elizade University bills her students either as single or double tenants. A single tenant occupies the room alone while the double shares the room with another student. Every student is made to pay a compulsory routine maintenance charge depending on their tenancy status. While the single tenant pays N15, 000. 00 maintenance fee the double pays N9,000.00, per semester. You have always been a double tenant as a medical student in the university.
In the 2nd semester of your second year you paid close attention to your fees and noticed you have paid more than necessary for accommodation for the time you spent on campus, due to the tenancy status billing. You complained about this and you were assured that the billing will be corrected. Rather than being corrected the maintenance charge was omitted for three semesters then returned as it was before your complaint. In your final year, as a 2nd semester student, you received a letter notifying you of your indebtedness to the school on routine maintenance fee and that if you failed to pay at a stipulated time you would not take the final examinations.
Write to the Bursar of your school concerning the issue, stating your side of the story, provide tangible evidence to show you know what you are saying and directing the bursar on what to do.
2. Elizade University has been going through some difficult situations as a result of poor communication. You have been invited as a business communication expert to help out with this issue. On arrival you discovered that the organisation does not have a proper channel of communication so you have decided to make this your focal point of discussion at the next management retreat.
 - a) Briefly outline the types of communication in business organization for the school's management.
 - b) Differentiate the modes of communication for the school.
 - c) Discuss the uses of verbal and nonverbal communication to the management. (30 marks)
3. What are communication barriers? List at least five (5) communication barriers and briefly discuss them.
4. Communication is the most important thing in any human relationship.
 - (i) What are the purposes of good communication to a corporate entity?
 - (ii) What are the benefits of communication to an organisation?
 - (iii) Briefly discuss some of the costs of failed communication to a business concern.
5. List and explain the communication fundamentals?
6. Write short notes on three of the following:
 - (a) voluntary communication (b) nonverbal communication (c) horizontal communication
 - (d) two-way communication (e) noise

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