

**BOWEN UNIVERSITY, IWO
(OF THE NIGERIAN BAPTIST CONVENTION)
COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES (COMSS)
ACCOUNTING AND FINANCE PROGRAMME
B.Sc. ACCOUNTING DEGREE
2022/2023 SECOND SEMESTER EXAMINATION**

COURSE CODE: ACC 206

COURSE TITLE: BUSINESS COMMUNICATION SKILLS.

TIME: 2½ HOURS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS. WRITE THE ALPHABETH AS WELL AS THE WORD CORRESPONDING TO THE RELEVANT ANSWER. FOR EACH QUESTION IN QUESTION ONE.

QUESTION ONE

(1) Business communication is basically? (a) Letter communication (b) report communication (c) communication information (d) information communication.			
(2) Communication is? (a) An art (b) a science © both (d) none.			
(3) Communication using facial expression is called? (a) Gestures (b) symbolic cues © facial expression (d) none above			
(4) Prurient Graffiti is communication using (a) Graphic arts (b) Graphic Painting © diagrammatic expression (d) all the above			
(5) Two basic types of communication are? (a) Face and mouth (b) verbal and non-verbal © symbolic cues only (d) diagrammatic expression.			
(6) Basic differences between a formal and informal letter is? (a) Official and unofficial (b) Friendly and insulting © strongly worded (d) internal memo.			
(7) What is downward communication? (a) Top-bottom (b) bottom-up © up and sides (d) none.			
(8) Which word best fits these bold terms? Imbrogio ; (a) uproar only (b) chaos and anarchy © anarchy only (d) none above.			
(9) Picketing ; (a) labor disturbances (b) riot outside the company © riot inside the company (d) all of the above.			
(10) Tokenism ; (a) great effort (b) silly effort © heavy effort (d) perfunctory effort			
(11) Hypothetical ; (a) Prototype (b) diagrammatic representation © Theory hypothesis (d) prurient graffiti.			
(12) Perquisites ; (a) office paraphernalia (b) Salaries paraphernalia(c) wages paraphernalia (d) marketing paraphernalia			
(13) Apart from downward communication, identify one other type? (a) crosswise ways (b) upwards ways © line ways (d) all above			
(14) An unnecessary interference in the line of communication is better none as ? (a) Noise (b) Barrier © impediment (d) all above.			
(15) What type of communication is a query? (a)an Internal memo (b) official letter © non-official letter (d) none of the above			
(16) A simple line of communication is? (a) SEMRD (b) ESMRD © DRME (d) NONE			
(17) What is the place of feedback in a communication? (a) Not seriously required (b) completes the process © Carried out by sender (d)None above			
(18) The address of the addressed and the addressee can only be found in? (a) Memorandum (b) official letter © unofficial letter (d) all the above.			
(19) What is the difference between communication and language? (a) Information dissemination (b) two-way, between peoples © two-way communication (d) none above.			
(20) Barrier to communication is simply defined as? (a) wrong medium used (b) wrong process used © noise in process (d) all the above			

(21)	The key elements in the communication process are? (a) SMEMRD (b) SMRD © SRMD (d) SMED.
(22)	Identify two communication models? (a) linear/non (linear (b) Cross ways/Linear © downwards/crossways (d) upward models.
(23)	What class will the model proposed by Aristotle be? (a) Non-linear model (b) linear model © crossways model (d) none above models.
(24)	What type of letter was written by you in the class assignment on complaint about hostel resources? (a) Personal letter (b) official letter (c) internal memo (d) none above.
(25)	What class of letter is "an investigation on a newly introduced decoder"? (a) letter of complaint (b) letter of request (c) letter of enquiry (d) letter of credit

QUESTION TWO.

Two newly employed accountants, who have just completed mandatory National Youth Service Corps (NYSC), were employed in an international organization and placed on different grade levels; one was made a supervisor since he had a professional qualification, while the other was made an account officer. The later found it difficult to communicate easily with his class mate within the organization and wondered why. You are required to;

- (a) Delineate between the line of communication and the organogram. (7 marks)
 (b) What is a linear communication model? (4 marks).
 (c) What about cross wise ways. (4 marks). (15 marks).

QUESTION THREE

Define the following concepts as used in business communication?

- (i) Communication
 (ii) Information
 (iii) Feedback
 (iv) Prurient Graffiti
 (v) Limpet Models (3 marks each) (15 marks).

QUESTION FOUR

Describe the following communication terminologies?

- (i) Language
 (ii) Pragmatics
 (iii) Synonym
 (iv) Antonym
 (v) Synthesis (3 marks each) (15 Marks).

QUESTION FIVE

JADESOLA and OMOLUWA were both Bowenians and graduated from the business administration department they were both lucky to have been retained in the bank where they served. JADESOLA being a member of the Nigerian Institute of Management (NIM) was made a Supervisor and OMOLUWA an assistant in the same department. It is usual for OMOLUWA to come late to work on a daily basis. One day JADESOLA issued her a query; her response; Na whoa o! , who does this one think he is, after all, we were classmates in the University, what errant nonsense. She threw the query negligently on her table.

Required;

- (i) What type of barrier to communication is this? (5 marks).
 (ii) Identify and describe other types of barriers to communication? (5 marks).
 (iii) What barrier can be described in a digital system? (5 marks).

QUESTION SIX

Explain the following types of digital communication models;

- (a) LANS.
 (b) WANS.
 (c) MANS.
 (d) CLOUD ACCOUNTING.
 (e) POS AND OPAY. (3 Marks each, 15 Marks).