



BOWEN UNIVERSITY, IWO
College of Management and Social Sciences
Business Administration Program
Second Semester 2021/2022 Examination

Level	: 400
Course Title	: Business Communication II
Course Code	: BUS 408
Credit	: 2
Instruction	: Answer Question 1 & any other two questions
Time Allowed	: 2 Hours
Date	: Wednesday, 13 th July 2022

1. Damandi Nigeria Limited was founded 15 years ago with the aim of producing healthy drinks to the public. The company has a ground breaking record of increased sales because the products are preferred to other similar drinks. However, it was observed that there is a drop in the sales of cocoa flavored beverage in the last two months.

Required

- a) As the Marketing manager of Damandi Nigeria Limited, write a comprehensive **business report** on the recent experience with respect to sales drop of cocoa flavored beverage. **(25 Marks)**
- b) Outline 5 classifications of Business report **(5 Marks)**

2. a) In your capacity as the secretary of Totte Firms, draw a formal meeting agenda that will be presented to the managing director in preparation for the next executive meeting. **(10 Marks)**
- b) Briefly explain 5 objectives of a Meeting. **(10 Marks)**

3. a) Explain four types of Organisational communication **(12 Marks)**
- b) State four importance of Organisational communication **(8 Marks)**

4. a) Make a list of five hedging techniques with two examples each in business report writing **(10 Marks)**
- b) Briefly explain five important aspects of a Business report. **(10 Marks)**

5. a) Carefully explain the contents of a Proposal **(15 Marks)**
- b) Differentiate between a Letter and a Proposal **(5 Marks)**