



**BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
FIRST SEMESTER 2023/2024 EXAMINATION**

DATE: January, 2024

**COURSE TITLE: BUSINESS & ORGANIZATIONAL COMMUNICATION
COURSE CODE: CMA 409 TIME ALLOWED: 2 HOURS 30 MINUTES**

INSTRUCTION: Answer four (4) questions in all. Question 3 is compulsory

1. Subordinate-Superior communication reinforces effective information dissemination in organizations. Discuss this assertion with illustrations. **(15marks)**
2. As a young graduate of Communication Arts, send in your application and Curriculum vitae to the Head of Programme, seeking placement as a Teaching Assistant. **(15marks)**
- 3a. Define and explain in details with relevant sample of each, what you understand by **internal and external communications (12.5marks)**
- 3b. Define and list the **internal and external publics** in Bowen University. **(12.5marks)**
4. Write an explicit internal memorandum to inform your staff members and justify the need for the installation of CCTV in their offices **(15marks)**
5. Write an internal memorandum to your immediate boss, requesting for time off work to write an international qualifying examination, stating its importance. **(15marks)**
6. Define ethics and state 5 ethical considerations often required in organizations. **(15 marks)**