



**RIARA SCHOOL OF BUSINESS**

**NURTURING INNOVATORS**

**JANUARY-APRIL 2024 TRIMESTER**

**RCM 006-Business Writing and Negotiation Skills**

**DATE: JANUARY 2024**

**TIME: 2 HOURS**

**GENERAL INSTRUCTIONS:**

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Text book/Reference books/notes are not permitted.

**SPECIAL INSTRUCTIONS:**

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. **QUESTION ONE** is compulsory. Answer **ANY** other **TWO** questions of your choice
3. Questions in all sections should be answered in answer booklet(s).
4. Marks allocated to each question are shown at the end of the question.
5. PLEASE state the answer to EACH question on a NEW PAGE.
6. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
7. Write your answers in paragraph form unless stated otherwise.
8. Keep your phone(s) SWITCHED OFF at the front of the examination room.
9. Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
10. You are only allowed to leave the examination room 30 minutes to the end of the Examination.

### **QUESTION ONE**

- a. Explain the meaning of the following terms: **(4 marks)**
- i. Business communication
  - ii. Business negotiation
- b. Examine **four** limitations of face-to-face communication **(8 marks)**
- c. Discuss **four** functions of business letters that enable success of an enterprise **(8 marks)**

### **QUESTION TWO**

- a. Discuss **four** uses of a memorandum **(8 marks)**
- b. Using a real life situation in the world of business, demonstrate the 4c's of negotiation. **(8 marks)**
- c. Outline the stages of business writing **(4 marks)**

### **QUESTION THREE**

- a. Distinguish between upward and downward types of business communication **(6 marks)**
- b. Explain **four** types of ethical infractions **(8 marks)**
- c. Demonstrate what entails social, economic and legal responsibilities in a business **(6 marks)**

### **QUESTION FOUR**

- a. Examine **five** benefits of effective business communication **(10 marks)**

b. Analyze five implications of unethical business practices **(10 marks)**