



RIARA SCHOOL OF BUSINESS

NURTURING INNOVATORS

MAY-AUGUST 2023 TRIMESTER

RCM 006-BUSINESS WRITING AND NEGOTIATION SKILLS

DATE: 7TH AUGUST 2023

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. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in answer booklet(s)
4. PLEASE start the answer to EACH question on a NEW PAGE.
5. For the questions, write the number of the question on the answer booklet(s) in the order you answered.
6. Write on both sides of each leaf and indicate number of each question at the top of each page.
7. Write the answers in a paragraph form unless stated otherwise.
8. Marks allocated to each question are shown at the end of the question.
9. All rough work must be done on the answer booklet and crossed through!
10. Use supplementary pages only when you have exhausted those in this book.
11. Fasten the supplementary pages to the inside back cover of this booklet

QUESTION ONE

- a) Explain the meaning of the following terms: **(4 marks)**
- i. Business writing
 - ii. Business negotiation
- b) Examine **four** benefits of good business communication **(8 marks)**
- c) Evaluate **four** types of business communication. **(8 marks)**
- d) Discuss **five** principles of effective business writing **(10 marks)**

QUESTION TWO

- a) Describe **four** qualities of an effective business negotiator. **(8 marks)**
- b) Using a real life situation in the world of business, demonstrate the **4c's** of negotiation. **(8 marks)**
- c) Outline the purpose of **each** of the following forms of written communication in business. **(4 marks)**
- i. Business letters
 - ii. Memorandums
 - iii. Press release
 - iv. Business reports

QUESTION THREE

- a) Define the term **ethical infraction** **(2 marks)**
- b) Explain **four** purposes of an agenda for a meeting **(8 marks)**
- c) Discuss **five** unethical business communication practices **(10 marks)**

QUESTION FOUR

- a) Analyze **five** emerging trends in business communication **(10 marks)**
- b) Identify **five** common errors in business writing **(10 marks)**