



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY, JABI, ABUJA
FACULTY OF MANAGEMENT SCIENCES
2025_2 EXAMINATIONS

COURSE CODE: ENT 726

CREDIT UNIT: 2

COURSE TITLE: BUSINESS COMMUNICATION FOR ENTREPRENEURS

TIME ALLOWED: 2.5 HOURS

Instructions:

- 1. Attempt question number One (1) and any other two (2).**
- 2. Question number 1 is Compulsory and carries 30 marks, while the other questions carry 20 marks each.**
- 3. Present all your points in coherent and orderly manner**

COMPULSORY QUESTION:

Question 1a: The concept of Communication is a key essential concept in every realm of life and business. Define and discuss the concept and process of Communication.

Question 1b: Communication is a process by which meanings are assigned and conveyed in an attempt to create shared understanding. Define and discuss Communication process and outline with brief explanation any five (5) the processes of communication.

Question 1c: Communication is interaction that is processed progressively unto several levels. Describe the three (3) main levels of Communication.

Question 2: Communication is a skill set that can be acquired through formal and informal trainings. Discuss Business Communication Training and outline with brief explanations the Benefits of Business Communication Training.

Question 3: Interview is a mandatory recruitment or promotion process in any organization. Both the Interviewer and the Interviewee requires certain basic skills. From your understanding of our studies so far, discuss the Interviewer, Interview Skills and the structure of interviews.

Question 4: In the cause of our studies, we have sufficiently dealt with the subject of Corporate Communication and it inherent power thereof. Discuss with clarity Corporate Communication and the Power of Corporate Communication.

Question 5: Communication dissemination can be Interpersonal or Intrapersonal. Define and briefly discuss Interpersonal Communication and list and briefly explain any five (5) tips of good interpersonal communication skills.