

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

2ND SEMESTER 2023/2024 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

CELS 413: ENGLISH FOR BUSINESS AND INTERNATIONAL TRADE

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY (2.30-4.30PM) DATE: 17/4/24

THIS QUESTION PAPER CONSISTS OF FOUR (4 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS: Answer question **ONE** and **TWO** other questions

QUESTION ONE (30 MARKS)

- a) List **THREE** ways on how English as a language is considered critical in business and international trade (3mks)
- b) Identify and describe **TWO** different types of business communication commonly used in organisations (4mks)
- c) What **THREE** things would you consider when advising someone to improve on their speaking skills? (3mks)
- d) Explain **THREE** benefits of clear and concise language in job descriptions and role specifications for Human Resource Management. (3mks)
- e) State **TWO** advantages of understanding legal language and terminology in business and international trade (2mks)
- f) Identify **TWO** common barriers to effective intercultural communication (2mks)
- g) Ascertain **TWO** hindrances limiting mass communication in shaping and accelerating the process of globalization. (2mks)
- h) List **TWO** tips for ensuring clarity, conciseness, and professionalism in written business communication (2mks)
- i) Identify **TWO** common types of nonverbal cues observed in business settings (2mks)
- j) Name **ONE** basic telephoning skills in business communication (1mk)
- k) What **TWO** language skills are needed for professionals of Economics and Business as far as English is concerned? (2mks)
- l) In the table below, fill **TWO** appropriate examples of English vocabulary and phrases (registers) as applied in the specific fields as indicated: (4mks)



	Field	Register
1	Economics	
2	Marketing	
3	Mass communication	
4	Business	
5	International trade	
6	Law	
7	Human Resource	
8	Online media	

QUESTION TWO (20 MARKS)

- a) “Business communication encompasses various methods through which information is exchanged within and between organisations to facilitate operations, decision-making, and relationships.” Illustrate **FIVE** of such methods in relevant instances. (10mks)
- b) “Understanding cultural factors is crucial for effective communication and successful business interactions in diverse cultural settings.” Use examples to describe **FIVE** such factors in business communication. (10mks)

QUESTION THREE (20 MARKS)

- a) Discuss **FOUR** ways on the significance of legal language in facilitating business and international trade transactions. (8mks)
- b) Explain **THREE** roles of mass communication in shaping and accelerating the process of globalization (6mks)
- c) Discuss the **THREE** impacts of online media on business communication practices in the digital age. (6mks)



QUESTION FOUR (20 MARKS)

- a) Provide **FOUR** strategies to overcome communication barriers and enhance interpersonal communication skills. (8mks)
- b) Discuss **FOUR** roles of English as the language of economics in international trade (8mks)
- c) Discuss **TWO** ways to improve English language proficiency for international business professionals (4mks)

QUESTION FIVE (20 MARKS)

- a) Discuss **FOUR** communication strategies and channels used by HR professionals to foster employee engagement, motivation, and satisfaction. (8mks)
- b) Discuss **FOUR** ways on the importance of language in international marketing strategies. (8mks)
- c) Analyse **TWO** impacts of English language dominance on cultural diversity and linguistic identity worldwide (4mks)

