

MICROCREDENTIAL**EFFECTIVE BUSINESS COMMUNICATION****QUIZ****ANSWER ALL QUESTIONS BELOW.**

1. Define effective business communication. **(3 marks)**
2. Explain **FIVE (5)** characteristics of effective business communication. **(10 marks)**
3. Categorize each of the statement below with the right effective business communication skills. **(5 marks)**

Statements	Communication Skills
Presenting information clearly and effectively is a key skill to get your message or opinion across.	
Essential in communication so as to know whether the recipient has understood the message in the same terms as intended by the sender and whether he agrees to that message or not.	
Ability to pay attention to and effectively interpret what other people are saying.	
Process by which people exchange information, feelings, and meaning through verbal and non-verbal messages.	
Process or act of performing a speech to a live audience.	

4. Outline **FIVE (5)** features that concise communication must have. **(5 marks)**