

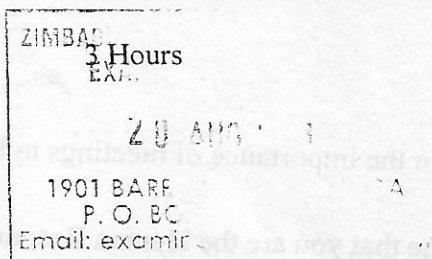
## ZIMBABWE EZEKIEL GUTI UNIVERSITY

### FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

#### DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

#### EXAMINATION PAPER

**COURSE CODE** : CMA103  
**COURSE TITLE** : BUSINESS COMMUNICATION  
**DURATION** : 3 Hours  
**DATE** : 20 AUG 1



#### INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

### Question 1

Explain in detail the eight elements of the communication process (The communication model) and give examples where possible. **(25 marks)**

### Question 2

Excellent telephone etiquette need to be taken into consideration in building goodwill for your organisation. What are the steps to take note of in answering telephone calls? Highlight these steps in their correct order explaining each and every step adequately **(25 marks)**

### Question 3

Explain the various business interviews which can be available to an interviewee.

**(25marks)**

### Question 4

- a. Explain the communication barriers which are being experienced by business organizations in Zimbabwe. **(15 marks)**
- b. As a marketing manager explain how you can solve these communication barriers. **(10 marks)**

### Question 5

- a. Explain the importance of meetings to business organizations of your own choice. **(10 marks)**
- b. Assume that you are the Human Resource Manager of Sahara (Pvt Ltd.) You are aware that there are employees who deserve recognition for their services and you plan to hold a 'Customer Service Excellence Awards' ceremony for the year 2019, as a tribute to them. The approval of the management has been obtained. Write a memo to all Department Managers requesting to submit nominations for the awards. **(15 marks)**