

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: BUSINESS COMMUNICATION

COURSE CODE: CMA103

DURATION: 3 HOURS

21 January 2019

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY FOUR questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

- a) Explain how self-awareness can improve how we communicate (10 marks)
b) Discuss ways in which self-awareness can be developed within a person (15 marks)

(Total 25 marks)

Question 2

- a) How does a high-context culture differ from a low-context culture? (10 marks)
b) Explain the communication approach you would use for each of them. (15 marks)

(Total 25 marks)

Question 3

List and explain the things you might do to prepare for a job interview you have been given in order to improve your chances of success. **(Total 25 marks)**

Question 4

Discuss ways in which you can create an effective opening and a good closing of a talk

(Total 25 marks)

Question 5

Describe the layout and main uses of the following methods of business communication:

- a) A business letter (10 marks)
b) A memorandum (15 marks)

(Total 25 marks)

END OF PAPER