



# ZIMBABWE EZEKIEL GUTI UNIVERSITY

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## FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

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### DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

### EXAMINATION PAPER

**COURSE CODE** : CMA103  
**COURSE TITLE** : BUSINESS COMMUNICATION  
**DURATION** : 3 Hours  
**DATE** : 24 September 2020

#### 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 [ ]

1. Explain in detail the eight elements of communication process and give examples where possible. **[25 MARKS ]**
  
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 ]**
  
3. If communication does not flow effectively within organizations and to the external audience there are costs that comes with it. With the aid of practical examples, what are the costs of ineffective communication? **[25 MARKS ]**
  
4. A. Briefly explain the following terms:
  - i) Notice. **[5 MARKS ]**
  
  - ii) Agenda. **[5 MARKS ]**  
B) Describe Hofstede's cultural dimensions. **[15MARKS]**
  
5. Advertisement of goods and services is essential in today's business world. What are the pros and cons of social media advertising? **[25 MARKS ]**