



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA103
COURSE TITLE : BUSINESS COMMUNICATION
DURATION : 3 Hours
DATE : 19 NOV 2019

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 the differences between Hall's cultural framework and Hofstede's cultural framework. **[25 MARKS]**

2. What are the factors that you need to take note of in answering telephone calls from a disappointed client. **[25 MARKS]**

3. What are the barriers to effective business communication in an organisation **[25 MARKS]**

4. You are the company secretary of Netone and have been tasked to write notice of meeting to the board of directors and agenda of the annual general meetings for 2019.
 - A) Describe the procedures to be followed in drafting notice for board meeting and the agendas for the meetings. **[15 MARKS]**

 - B) Design the notice and the agenda for the meeting. **[10 MARKS]**

5. Discuss the possible workplace conflicts that may arise as employees from different cultures communicate verbally or non-verbally. **[25 MARKS]**