



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING**

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**DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT**

**EXAMINATION PAPER**

**COURSE CODE** : CMA2122  
**COURSE TITLE** : BUSINESS COMMUNICATION  
**DURATION** : 3 Hours  
**DATE** :

**14 FEB 2022**

**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 the communication barriers which are being experienced by business organizations in Zimbabwe. **(25 marks)**

### **QUESTION 2**

Outline the importance of excellent telephone etiquette for a business organisation of your own choice. **(25 marks)**

### **QUESTION 3**

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

**(25marks)**

### **QUESTION 4**

Discuss the importance of grape vine communication in business organisations. **(25 marks)**

### **QUESTION 5**

- (a) Explain the benefits of meetings to business organizations of your own choice. **(10 marks)**
- (b) Outline the importance of group communication to a business organization of your own choice **(15 marks)**