



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : CMA122
COURSE TITLE : BUSINESS COMMUNICATION
SPECIAL REQUIREMENTS : NONE
DURATION : 3 HOURS
LEVEL : 1.2
DATE :

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 ONE

With the aid of a diagram, discuss the elements of the communication process model. [25 marks]

QUESTION TWO

'Excellent telephone etiquette needs to be taken into consideration in building goodwill for a business organisation'. Evaluate the telephone etiquette needed to create goodwill for a business organisation of your own choice. [25 marks]

QUESTION THREE

- a) What is group communication? [5 marks]
- b) With the aid of an organisation of own choice, discuss the importance of group communication. [20 marks]

QUESTION FOUR

Discuss the various barriers found in business communication. [25 marks]

QUESTION FIVE

- a) Explain the various non-verbal cues found in business communication. [15 marks]
- b) Outline the challenges of such non-verbal cues. [10 marks]