



ZIMBABWE

EZEKIEL GUTI

UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES**EXAMINATION PAPER**

COURSE CODE : CMA122
COURSE TITLE : BUSINESS COMMUNICATION
DURATION : 3 Hours
DATE : 02 DEC 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 []

COVID-19 INFORMATION GAPS AMONG DISADVANTAGED COMMUNITIES: THE CASE OF THE DEAF AND LIMITED ENGLISH PROFICIENCY COMMUNITIES IN ZIMBABWE by Svongoro and Matende (2021).

Case 1

Worldwide public health authorities are taking action to contain Covid-19. While the bulk of research on the pandemic focuses on understanding the spread and seeking a cure for the virus from a virology perspective, research of the same magnitude should also focus on the risks of the pandemic for society, particularly among disadvantaged groups. This study adopted a community-centered approach to information and health rights and utilized the case study approach to investigate the quality and access to Covid-19 information, care, and treatment by the Limited English Proficiency (LEP) and the Deaf communities in Zimbabwe. More than 60% of Covid-19 messages communicated in Zimbabwe's mainstream media do not cater to the needs of these disadvantaged groups. Brochures, videos, and infographics, for instance, appear in English, yet there is a significant LEP population in Zimbabwe. As regards the Deaf community, videos, conversations, and interviews with health specialists, which rarely appear in mainstream public media, include Zimbabwean Sign Language interpretation. In this case, the choice of language and medium used to communicate vital Covid-19 messages in mainstream public media may pose language barriers to effective and equitable health information for these vulnerable groups. What this reality hints at is that public communication that does not discriminate is a necessity to allow all members of the community to fight the spread of Covid-19 and hence, reduce its potential risks.

Question 1.

Using case 1 explain some of the communication barriers related to COVID-19 in Zimbabwe.

Question 2.

As a minister of health proposes a solution to the communication barriers given in question 1.

(25 marks)

Question 3

You have been asked to do a presentation on what ZEGU can do to prevent the spreading of COVID-19. Discuss any five non-verbal cues that will enhance the effectiveness of your presentation. **(25 marks)**

Question 4.**Case 2**

Applications are invited from suitable qualified and experienced persons to fill the following vacancy within the Rural Electrification Fund. Applicants should submit an application letter accompanied by a detailed Curriculum Vitae and certified copies of academic and professional certificates.

Provincial Rural Electrification Manager (1 Post)

Reporting to the Projects Director, the position is responsible for inter alia the following:

Duties and responsibilities

- Develops short to medium-term provincial rural electrification programs for input into the master plan.
- Formulates an annual operational plan for the province and inputs it into the corporate strategic plan fund.
- Sets guidelines and manage resources for the implementation of projects in the province.
- Ensures compliance with procurement procedures, maintenance, and security of assets.

Qualifications and Experience

- **A management degree**
- **Seven years of relevant experience.**

Using the information from case 2, write an application letter for the advertised post. **(25 marks).**

Question 5**Case 3**

Sandy was heading the operations department of a leading firm. Peter was reporting to Sandy and somehow both never approved each other's ideas and thought processes. Peter was assigned a project which was to be submitted by end of the day. Sandy and Peter disagreed at each and every point and there were severe clashes between them. They could never come to a conclusion and as a result, the project could never be completed within the stipulated time.

What was the outcome of their conflict?

The outcome was actually a big zero as neither Sandy nor Peter gained anything out of the conflict. Conflicts must be avoided at any cost and especially at workplaces.

Explain how your organization can resolve the conflict from case 3.

(25 marks).

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