



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

COURSE CODE : CMA122
COURSE TITLE : BUSINESS COMMUNICATION
DURATION : 3 Hours
LEVEL : 1.2
DATE : 11 APR 2023

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 []

Case 1

Countering misinformation via WhatsApp: Preliminary evidence from the COVID-19 pandemic in Zimbabwe by: Jeremy BowlesID1, Horacio LarreguyID1*, Shelley LiuID2 (2020)

Social media platforms have become a central source of information for individuals in the Global South [1]. For example, since in sub-Saharan Africa traditional media reach is low and mobile data costs to access the internet are high, WhatsApp has become a low-cost “one-stopshop. Unfortunately, social media platforms are also highly susceptible to misinformation due to low cost of access, virality of posts, individuals’ trust in their social network, and the high cost of fact-checking. Amidst the COVID-19 pandemic, as had been the case with the 2014-2015 Ebola epidemic and the 2015-2016 Zika epidemic, social media has exacerbated this misinformation problem and muddied public knowledge about the virus throughout the Global South.

Question 1

Using case 1 and any other information explain the barriers to communication especially now in the face of COVID-19. **(25 marks)**

Question 2

As a medical doctor of a local hospital explain solutions that can be used to improve communication between the government of Zimbabwe and the general public in relation to COVID-19. **(25 marks).**

Question 3

Explain the various business interviews which can be available to an interviewee. **(25 marks)**

Question 4

Explain the various challenges of intercultural communication for a business organization of your own choice. **(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)

THE END

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