



ZIMBABWE EZEKIEL

GUTI UNIVERSITY

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FACULTY OF HUMANITIES, EDUCATION & SOCIAL SCIENCES

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DEPARTMENT OF DEVELOPMENT STUDIES

EXAMINATION PAPER

COURSE CODE : ATR 200  
COURSE TITLE : English for Professional Purposes  
DURATION : 3 Hours  
DATE : 29 NOV 2022

**INSTRUCTIONS TO CANDIDATES:**

1. Answer any **THREE** questions only.
2. Section A is **COMPULSORY**
3. Each question carries equal marks. [25]
4. Start each question on a new page of your answer sheet.

### SECTION A: COMPULSORY QUESTION

1. 'Communication is the lifeblood of any organisation.' Discuss this assertion with reference to any organisation of your choice. [25 marks]

### SECTION B

2. You attend a two-day business communication seminar organised by your organisation. The purpose of the seminar was on improving the staff and client relations as well as general business communication skills. Compile a feedback report to your branch manager. [25 marks]
3. Using specific professional context, explain how the following channels of communication can be utilised in an organisation of your choice.
- a) Upward communication [5 marks]
  - b) Downward communication [5 marks]
  - c) Grapevine [5 marks]
  - d) Diagonal communication [5 marks]
  - e) Horizontal communication [5 marks]
4. As a worker for a non-governmental organisation that advocates for the rights of the girl child, you have been tasked to address a group of people in one remote rural area of your choice in Zimbabwe on the issue of sexual abuse. Identify any **five** intercultural communication barriers that may hinder effective communication in the given context and suggest possible solutions to these barriers. [25 marks]

5. You are responsible for organising the company's annual two-day conference, write an invitation letter to a prominent person to act as a guest speaker on this occasion. [25 marks]

**END OF PAPER**

25/100 PM