



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
SPECIAL REQUIREMENTS : NONE
DURATION : 3 Hours
LEVEL : 1.2
DATE : 09 OCT 2023

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue
2. Answer any 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

Using relevant examples explain briefly the following terms;

- a) Business etiquette [5 marks]
- b) Internal communication [5 marks]
- c) Communication process [5marks]
- d) Passive communication [5 marks]
- e) Paralanguage [5marks]

Question 2

Using relevant examples outline the problems associated with cross-cultural communication and suggest some countermeasures to eliminate the problems [25 marks]

Question 3

“Grape vine is a necessary evil in an organisation”, substantiate and show the validity of this statement [25 marks]

Question 4

Elucidate the role of communication in business. [25 marks]

Question 5

Describe and explain with the aid of examples the stages of crisis management [25marks]

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