



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF HERITAGE, HUMANITIES & SOCIETAL ADVANCEMENT

DEPARTMENT OF DEVELOPMENT, PROGRAMMING & MANAGEMENT

EXAMINATION PAPER

COURSE CODE : DUWC101

COURSE TITLE : PROFESSIONAL COMMUNICATION SKILLS

DURATION : 3 Hours

DATE : 10 OCT 2023

INSTRUCTIONS TO CANDIDATES:

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

NB: DO NOT TURN OVER THE QUESTION PAPER OR COMMENCE WRITING UNTIL YOU INSTRUCTED TO DO SO

SECTION A
THIS IS SECTION COMPULSORY

1. Explain the significance of effective communication in organizations and analyze how it contributes to success, employee engagement, and productivity. Offer examples and strategies to enhance communication within organizations. **[25 marks]**

SECTION B: ANSWER ANY TWO QUESTIONS

2. Examine the essential components of effective oral presentations and their significance in successful communication. Analyze how elements like structure, delivery, visual aids, and audience engagement influence the overall impact of a presentation. **[25 marks]**

3. Examine the role of effective communication in managing power dynamics during negotiation and conflict resolution. Analyze how communication strategies can address power imbalances, promote fairness, and foster mutually beneficial outcomes. **[25 marks]**

4. Examine the role of nonverbal communication in conflict resolution. Analyze how nonverbal cues can escalate or de-escalate conflicts and provide strategies for utilizing nonverbal communication to promote understanding and resolution. **[25 marks]**

5. Examine the impact of cultural stereotypes on intercultural communication and analyze how they hinder effective communication, leading to misunderstandings between cultures. Propose strategies and approaches to challenge and overcome cultural stereotypes in intercultural interactions. **[25 marks]**

END OF PAPER

10/2 (pm)