



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 : 12 JUN 2024

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 []

Question 1

Explain major communication barriers which are being experienced by multinational business organizations in Zimbabwe. **(25 marks)**

Question 2

Outline the importance of excellent telephone etiquette for growing the brand image of universities in Zimbabwe. **(25 marks)**

Question 3

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

Question 4

Explain the communication strategies which can be used by the Ministry of Health and Child Welfare in encouraging the general populace to be vaccinated against COVID-19 in Zimbabwe. **(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

22/35 (pm)