



ZIMBABWE EZEKIEL GUTI UNIVERSITY

**FACULTY OF HERITAGE, HUMANITIES AND SOCIETAL
ADVANCEMENT**

DEPARTMENT OF DEVELOPMENT, PROGRAMMING AND MANAGEMENT

EXAMINATION PAPER

COURSE CODE : UWC 140
COURSE TITLE : Communication Skills
SPECIAL REQUIREMENTS : None
DURATION : 3 Hours
LEVEL : 1.1
DATE :/24

30 JUL 2024

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer ONE question in Section A and any two (2) questions in Section B.
3. The number of marks for each question or part question is shown in brackets [].
4. Begin each answer on a new page.
5. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

SECTION A (COMPULSORY)

1. The communication process is marked by different elements. Identify and explore any five (5) these elements, clearly outlining their significance and factors that influence each of them. [25]

SECTION B

2. "We communicate not by what we say, but by what listeners understand." (Kelly Swingler, 2014). With the given quotation in mind, comment on how communicators can ensure optimal understanding of messages in selected situations. [25]
3. a) State and examine five (5) forms of communication learnt for this course. (10)
b) Discuss how knowledge of these forms can be used to better achieve communication goals. (15) [25]
4. Write notes on any five characteristics of communication studied for this course. Explain how your knowledge of these characteristics can be applied in actual communication contexts. [25]
5. *Read the following task (in bold) and answer the questions that follow:*
Examine the centrality of feedback in the communication process.
 - i. Identify and define the key terms of the question given above. (5)
 - ii. Write a befitting introduction for the question given above. (5)
 - iii. Write a paragraph for the question given above. (5)
 - iv. Write a conclusion for the question given above. (5) [25]