



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 : 31 JUL 2024

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

Assuming that you are the manager of company of your choice, justify which method of communication which you will use to enhance effective communication. [25 marks]

Question 2

Identify barriers to communication and suggest ways of overcoming these barriers [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

“Communication means the process of passing information and understanding from one person to another”, explain this statement. [25marks]

Question 5

Describe and explain with the aid of examples the four major categories of interviews [25 marks]