



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA103
COURSE TITLE : BUSINESS COMMUNICATION
DURATION : 3 Hours
DATE : 24 JAN 2020

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 []

1. A) Briefly explain when do organizations or individuals use Face to face conversation, Instant messaging, text messaging, letters, memos and emails. [10 MARKS]

B) Discuss the effectiveness of each channel in promoting cooperate image. [15 MARKS]
2. Culture is inevitable in business communication. Discuss [25 MARKS]
3. You have been tasked to write a report by your manager. What are the techniques determine whether to use the direct strategy or the indirect strategy for your report? [25 MARKS]
4. Read the memo below and answer the question that follows.

To:
From:
Subject: Travel Request Denial
Date: 20 August 2019

I regret to inform you that your request for registration and travelling allowances to Victoria Falls to attend the Annual Institute of Chartered Marketers Meeting on Embracing digital platforms in advertising, has been denied. The organisation is facing serious challenges as you are aware of the operating environment we are in I know you really want to go, I can't afford to give you the USD2500.00 you requested (which by the way is a lot to request at this late date at the current situation.

I hope you understand our position because we really want our faculty to be happy. Even though I can't pay for this trip, I encourage you to apply again for future registration fees and travelling allowances.

Thank you again for your request. I always strive to help my fellow colleagues with registration fee and travelling allowance.

Using what you have learnt on crafting effective messaging and approached to delivering negative news. Re-write the following message in an appropriate manner. [25 MARKS]

5. Reports play an intergral part in todays' business world. With reference to an organisation of your choice what are the functions of reports. [10 MARKS]

B) Write an analytical report to the shareholders on the effects of high staff turnover in the organisation. [15 MARKS]