



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 : 10 APR 2025

**INSTRUCTIONS TO CANDIDATES:**

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

### SECTION A (COMPULSORY)

1. Human communication serves various important purposes. Discuss the main functions of communication in personal and professional settings. In your discussion, clearly outline how effective communication skills enable the achievement of communicational goals. [25]

### SECTION B (Answer any two questions from this section)

2. Examine the role of cultural awareness in communication. In your examination, explain how misunderstandings arising from cultural differences can be dealt with. You are advised to make use of real life illustrations. [25]
3. a). Define and briefly discuss the concept of Information Literacy. (5 marks)  
b). Outline the importance of Information Literacy to a university student. (10 marks)  
c). Suggest how ZEGU can enhance students' Information Literacy Skills. (10 marks)  
[25 Marks]
4. "Communication is a two way process," (Schramm, 1948). Examine the validity of this postulation. In your examination, demonstrate how understanding the quotation can enable interlocutors to attain communicational goals in specific business and social contexts. [25]

5. Read the following task (in bold) and answer the questions that follow:

**Analyse the five forms of communication studied for this module.**

- i. Identify and define the key terms of the question given above. (2,5)
- ii. Present an essay plan for the given task. (2,5)
- iii. Write a befitting introduction for the question given above. (5)
- iv. Write a paragraph for the question given above. (5)
- v. Write a conclusion for the question given above. (5) [25]

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