



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

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**FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS**

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**DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP**

**EXAMINATION PAPER**

**MODULE CODE** : CMA122  
**MODULE TITLE** : BUSINESS COMMUNICATION  
**SPECIAL REQUIREMENTS** :  
**DURATION** : 3 Hours  
**LEVEL** : 1.2  
**DATE** : 10 JUN 2025

**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 one**

Nonverbal communication can have a significant impact in a business setting. Provide examples of different types of nonverbal communication and explain how they can influence perceptions and interactions. **(25 marks)**

**Question two**

Using relevant examples outline the problems associated with cross-cultural communication and suggest some counter measures to eliminate them.

**[25 marks]**

**Question 3**

You have been asked to draft a formal business letter to a client regarding a problem with a recent order. Outline the key components that should be included in the letter and explain the purpose of each component.

**[25 marks]**

**Question 4**

With the aid of a diagram explain the elements of the communication process model. **(25 marks)**

**Question 5**

Conflict is inevitable in the workplace. Explain different conflict resolution strategies that can be used to address communication breakdowns between colleagues.

**[25marks]**