



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

DEPARTMENT OF ECONOMICS, MARKETING AND ENTREPRENEURSHIP

EXAMINATION PAPER

MODULE CODE : CMA122
MODULE TITLE : BUSINESS COMMUNICATION
DURATION : 3 Hours
LEVEL : 1.2
DATE : 28 NOV 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 []

INFORMATION GAPS AMONG COMMUNITIES.

Worldwide public health authorities are taking action to contain Covid-19. While the bulk of research on the pandemic focuses on understanding the spread and seeking a cure for the virus from a virology perspective, research of the same magnitude should also focus on the risks of the pandemic for society, particularly among disadvantaged groups. This study adopted a community-centred approach to information and health rights and utilised the case study approach to investigate the quality and access to Covid-19 information, care and treatment by the Limited English Proficiency (LEP) and the Deaf communities in Zimbabwe. More than 60% of Covid-19 messages communicated in Zimbabwe's mainstream media do not cater for the needs of these disadvantaged groups. Brochures, videos and infographics, for instance, appear in English, yet there is a significant LEP population in Zimbabwe. As regards the Deaf community, videos, conversations, and interviews with health specialists, which rarely appear in mainstream public media, include Zimbabwean Sign Language interpretation. In this case, the choice of language and medium used to communicate vital COVID-19 messages in mainstream public media may pose language barriers to effective and equitable health information for these vulnerable groups. What this reality hints at is that public communication that does not discriminate is a necessity to allow all members of the community to fight the spread of Covid-19 and hence, reduce its potential risks.

Question 1

Using the case explain some of the communication barriers related to COVID-19 in Zimbabwe

[25 marks]

Question 2

“Grapevine is a necessary evil in an organisation,” Substantiate and show the validity of this statement

[25 marks]

Question 3

Identify barriers to communication and suggest ways of overcoming these barriers **[25 marks]**

Question 4

Describe and explain with the aid of examples the importance of technology in business communication **[25 marks]**

Question 5

Identify relevant examples of the causes of conflict in an organization and suggest some strategies to manage them. **[25marks]**

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