



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 : 29 JUL 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. Read the essay question below (in bold) and do the tasks that follow:

**“Message is the most important element in the communication process.” Discuss.**

- i. Identify and define the key terms of the question given above. (2)
- ii. Draft an essay sketch plan for the given question. (3)
- iii. Write a befitting introduction for the given question. (5)
- iv. Write one paragraph in response to the question given above. (5)
- v. Write a befitting conclusion for the question given above. (5) [25]

**SECTION B (Answer any two questions from this section).**

- 2. “You cannot not communicate,” (Paul Watzlawick, 1960s). Critically discuss the meaning of this axiom, paying particular attention to how nonverbal cues, tone, and behaviour can impact on interpersonal communication. [25]
- 3. “Communication is the deliberate or accidental transfer of meaning.” (Gamble and Gamble, 2010). Analyse the given definition of communication, clearly outlining its implication on interlocutors. [25]
- 4. Make an in-depth exploration of the four macro language skills, explaining why and how a novice tertiary level student should improve in these skills. [25]
- 5. Discuss at least five factors to consider when preparing for an oral presentation to be delivered to a class of more than 80 students. In your discussion, clearly demonstrate how considering the indicated factors can enable oral presenters to obtain and retain their audience’s attention, as well as to enhance their understanding. [25]