



ZIMBABWE EZEKIEL GUTI UNIVERSITY

COLLEGE FOR LIFELONG LEARNING.

Faculty of Law, Business Intelligence and Economics.

EXAMINATION PAPER 1

COURSE CODE : DUWC 111/ DUWC 140
COURSE TITLE : PROFESSIONAL COMMUNICATION SKILLS
SPECIAL REQUIREMENTS : NONE
DURATION : 2 Hours
LEVEL : 1.1
DATE :

24 SEP 2025

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Question 1 (Section A) is compulsory. In Section B, choose and answer any Two (2) questions.
3. The number of marks for each question or part question is shown in brackets []
4. Begin each answer on a new page.
5. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

SECTION A. COMPULSORY QUESTION

QUESTION 1.

During a quarterly team meeting at a marketing firm, the project manager, Julia, presented the results of a recent campaign. She spoke clearly and confidently, maintaining eye contact, smiling, and using hand gestures to emphasise her points. After her presentation, Julia asked questions from the team, fostering an open atmosphere.

However, she noticed team member Tom, who was slouching, checking his phone, and avoiding eye contact. Sensing his disengagement, Julia directly invited him to share his thoughts, which sparked a valuable discussion.

Later that evening, Julia hosted a family reunion where she organised a game night. She explained the rules with enthusiasm, using humour and animated expressions to engage her family. Observing her cousin, Emily, sitting quietly with crossed arms, Julia approached her with friendly body language and an open tone, inviting her to join. After a brief conversation, Emily felt more comfortable and participated, much to everyone's enjoyment.

- a) From the case study, identify and explain the strategies that Julia used to enhance engagement during the team meeting? **[8 marks]**
- b) With the aid of examples, define verbal and non-verbal communication. **[5 marks]**
- c) Compare and contrast verbal and non-verbal communication in terms of their effectiveness in both professional and social settings. **[12 marks]**

SECTION B

QUESTION 2.

- a) A thesis statement is a concise summary of the main point or claim of an essay or research paper. It typically appears **at the end of** the introduction and serves many purposes. What is the importance of a thesis statement in ensuring essay coherence? **[5 marks]**
- b) Identify and briefly describe three main components of an academic essay. **[10 marks]**
- c) Cite and explain the components of an academic paragraph **[10 marks]**.

QUESTION 3.

Justify why communication skills are essential for someone pursuing a diploma qualification. **[25 marks]**

QUESTION 4

Discuss the properties that make academic writing different from social media writing **[25 marks]**

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