



ZIMBABWE EZEKIEL GUTI UNIVERSITY

FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTING

DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCES

EXAMINATION PAPER

COURSE CODE : CMA103
COURSE TITLE : BUSINESS COMMUNICATION
DURATION : 3 Hours
DATE : 3 June 2019

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (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 1

Describe the differences between the following:

a) Sequential and Synchronic cultures

[10 marks]

b) Affective and neutral cultures

[15 marks]

[Total 25 marks]

Question 2

Minutes are an official record of a meeting. Discuss the ways in which you would prepare minutes for a meeting.

[Total 25 marks]

Question 3

Explain the factors which you should consider when drafting a cover letter for a job application.

[Total 25 marks]

Question 4

Identify five (5) ways to improve teamwork within your organization. Explain two (2) of those styles in more detail.

[Total 25 marks]

Question 5

a) Explain the circumstances in which you should use an elevator pitch

[10 marks]

b) Briefly discuss the elements which should be included when drafting an elevator pitch

[15 marks]

[Total 25 marks]

END OF PAPER