



DEPARTMENT OF BUSINESS STUDIES

COURSE: BUSINESS COMMUNICATION

COURSE CODE: CMA 103

DURATION: 3HOURS

13 JUNE 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer any three (3) 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

Discuss the advantages and disadvantages of downward communication in an organization.

[Total 25 marks]

Question 2

Prepare a ten minute speech to be read before a group of first year students welcoming them to the University. Your speech must show all features of a formally prepared manuscript.

[Total 25 marks]

Question 3

Write a report on a feasibility study you carried out to determine the possibility of involving street kids from Harare street on 'park a dollar for the less privileged' on Saturdays

[Total 25 marks]

Question 4

Discuss the importance of communication in an organisation.

[Total 25 marks]

Question 5

The best leader is the one who knows when to engage a different leadership style in different situations. Discuss.

[Total 25 marks]

End of paper