

ZIMBABWE EZEKIEL GUTI UNIVERSITY



DEPARTMENT OF BUSINESS STUDIES

COURSE: BUSINESS COMMUNICATION

COURSE CODE: CMA103

DURATION: 3 HOURS

4 DECEMBER 2018

INSTRUCTIONS TO CANDIDATES

1. No cell phones are allowed in the examination venue.
2. Answer ANY FOUR questions
3. Begin each question on a new page.
4. The number of marks allocated to each question or part question is shown in brackets
5. All questions carry twenty five marks

Question 1

You have been asked to give a talk to your colleagues at work. Explain the stages you would go through in planning the talk. **(Total 25 marks)**

Question 2

Listening is vital for managers in order to make good business decisions. Discuss, using examples, how a manager may improve her or his listening skills. **(Total 25 marks)**

Question 3

a) Describe what is meant by the 'process of communication' **(10 marks)**

b) Using examples, explain how communication can be affected by non-verbal signals such as posture, facial expressions and gestures. **(15marks)**

(Total 25 marks)

Question 4

The telephone is a very immediate form of communication and some callers may be difficult. Discuss the ways in which you might deal with difficult phone calls you receive.

(Total 25 marks)

Question 5

a) Discuss the benefits of group decision making. **(10 marks)**

b) Outline any problems that might occur in group decision making. **(15 marks)**

(Total 25 marks)

END OF PAPER