

ZIMBABWE EZEKIEL GUTI UNIVERSITY



**DEPARTMENT OF ACCOUNTING AND FINANCE
BACHELOR OF COMMERCE (HONS) ACCOUNTING**

COURSE NAME : BUSINESS COMMUNICATION
COURSE CODE : CMA103
DURATION : 3 HOURS

INSTRUCTIONS TO CANDIDATES

- (i) Answer any four questions.
- (ii) Marks for each question are indicated in brackets ().
- (iii) Write legibly in the English language. Credit will be given for clear, well organized and coherent writing.

1. The role of communication in business set-ups is exaggerated. Discuss. (25 marks)
2. Show how the communication processes of an organisation can affect the operations of an organisation. (25 marks)
3. Discuss business communication in relation to the following headings:
 - a. Internal publics (15 marks)
 - b. External publics (10 marks)

[Total: 25 Marks]
4. Organisational conflict is closely related to intercultural communication. Discuss (25 marks)
5. Show your understanding of business communication in relation to the following:
 - a) Formal communication (10 marks)
 - b) Informal communication (10 marks)
 - c) Grapevine (5 marks)

[Total: 25 Marks]

END OF PAPER