



**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES &
EDUCATION**

HEC 311: ADVANCED WRITING AND SPEAKING SKILLS

END OF FIRST SEMESTER FINAL EXAMINATIONS

NOVEMBER 2017

LECTURER: J. MUZAMHINDO

DURATION: 3 HOURS

INSTRUCTIONS

Answer **THREE (3)** questions in all.
All questions carry equal marks.
DO NOT repeat material.
Write legibly.

Question 1

Define what is meant by “effective communication” and outline some of the qualities of effective communication. In your response you may wish to discuss the essential or basic elements of effective communication that is the 7C’s of communication. Use relevant and appropriate examples to exemplify.

Question 2

Describe a context in which you find it difficult to communicate. Describe a context in which you find it easy to communicate. Give reasons for selecting each of the contexts. What implications for communication are involved in your choices?

Question 3

What is meant by establishing ‘your credibility’ as a communicator within an organization? Discuss the characteristics and strategies that one adopts in establishing credibility as a credible communicator within an organization.

Question 4

What are communication networks? Identify any such five networks used within any organizational environment and outline their main characteristics.

Question 5

Suppose you have decided to change jobs and have discreetly landed an interview with your boss’s larger competitor. You do well very well in the interview and you are offered the job on the spot. The new job is a step up from your present job, the pay will be doubled. You agree and accept to start the following month – before you leave, your “*new boss*” asks that when you begin your new job, you bring along profiles of your present company’s ten largest customers.

- (i) Do you comply with the request?
- (ii) How do you decide between what is ethical and what is not?
- (iii) Briefly explain how legal and ethical constraints act as strategic forces that influence the process of communication

Question 6

Select any **five** from the following list. Write analytical notes on the selected reports used in organizational communication, bringing out clearly the purpose of each type of the report.

- (a) Situational reports
- (b) Investigative reports
- (c) Troubleshooting reports
- (d) Compliance reports
- (e) Yardstick Reports
- (f) Feasibility Reports

Question 7

Imagine that you have attended a meeting of your student's representative council and managed to take down some notes on what occurs during the meeting. Write a brief (2 pages) report on the meeting, using the memo format. Think about what your audience, the other students in your class will want to know about the issues discussed, conclusions reached and recommendations made at the meeting.

Question 8

List the most important factors to consider when planning a presentation to:

- (a) Ask your boss for a raise
- (b) Interview for a job
- (c) Address a controversial issue, for example, gender discrimination in some activities that take place on campus

End of Paper