



**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

'When people from various cultures live in the same place, unique multicultural problems exist'. Discuss some of the problems that might be encountered in such a set-up. Illustrate with examples.

Question 2

What is meant by adopting the "you" attitude when composing business messages? What is the importance of adopting the "you" approach?

Question 3

What is meant by "climate" in group communication? Identify different types of climates that exist within any environment you are familiar with. How do these influence the communication that takes place within the environment?

Question 4

Think of an actual job/internship advertisement from the newspaper, placement office, career center, that sounds like a position for you. Assume that the desirable job advertisement indicates that you should email them for additional information about the job and the interview process with their company. You are very interested in their job and really hope that you are hired for the advertised position. You only have the information included in the advertisement, but want the email to demonstrate your ability to write clearly and ask for important information from your potential new employer. Write the email in the format of a memo that you would send to the organization.

Question 5

How do you explain the fact that so many kinds of documents qualify as reports? What makes them all reports?

Question 6

Your supervisor whom you respect, has asked you to withhold important information that you think should be included in a report you are preparing. Disobeying him/her could be disastrous for your relationship and your career. Obeying him/her could violate

your personal code of ethics. What should you do? Would you consider this situation to be an ethical dilemma or an ethical lapse? Support your answer.

Question 7

Prepare a report on a meeting, convention, conference that you have recently attended. Use the memo format to other students in your class who were not able to attend

Question 8

Select a company or an organization that you know something about. The company is currently experiencing some problems and are failing to supply their clients with required commodities. Write a Press Release to allay the client's fears that the company is going broke and might close shop. Convince the clients that the company is still doing business. Include statement of the problem, purpose of the press release and any other relevant information.

Question 9

Prepare a speech in which you state something that bothers you in your everyday life. Clearly state what the problem is, why it is a problem and what you would like to see done about it, if anything. Your speech should be both informative and persuasive.

End of Paper