



"Investing in Africa's Future"

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

HEC 311: ADVANCED WRITING AND SPEAKING SKILLS

END OF FIRST SEMESTER FINAL EXAMINATIONS

NOVEMBER 2016

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

Compare and contrast the indirect plan or direct approach messages, showing with appropriate examples when either of the approaches can be used by an organization.

Question 3

Outline some of the characteristics of effective writing.

Question 4

Choose 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

You and your colleagues are nervous. Sales have been on the decline for months, and you see evidence of budget tightening all over the place - the fruit and pastries have disappeared from the coffee stations, accountants are going over expense reports with magnifying glasses, and managers are slow to replace people who leave the company. Instant messages fly around the office, everyone wants to know if anyone has heard anything about layoffs. The job market in your area is weak, and you know you might have to sell your house and move your family out of town to find another position in your field. If your job is eliminated, you're ready to cope with the loss but you need as much time as possible. You breathe a sigh of relief when the following item from the CEO appears in the company's weekly e-mail newsletter.

"With news of workforce adjustments elsewhere in our industry, we realize many of you are concerned about the possibility here. I'd like to reassure all of you that we remain confident in the company's fundamental business strategy and the executive team is examining all facets of company operations to ensure our continued financial strength."

A month later the CEO announces a layoff of 20% of the company's workforce, nearly 700 people. You are shocked by the news because you felt reassured by the newsletter item from last month. In light of what happened, you retrieve a copy of the newsletter and reread the CEO's message.

- (a) Does it seem ethical now? Why or why not?
- (b) If you had been in charge of writing this newsletter item and your hands were tied because you could not come out and announce the layoffs yet, how would you have rewritten the message?

Question 6

Imagine you are a Senior Commodity Manager who spends \$5million a year on top-quality customer service on providing company executives at clubs dotted around the Manicaland province. You need glasses, china, silverware, napkins for use at these establishments. You also manage two warehouses and oversee maintenance and repairs at these club houses as well as food preparation and serving equipment. You cannot choose your suppliers solely on the basis of the price or quality but you need partners who can also manufacture and distribute reliably on schedule. Many would like part of that business but few can meet your strict criteria.

- (i) How would you respond to requests from well-meaning companies who offer good products but cannot meet all of your requirements?
- (ii) How would you handle a supplier whose quality or customer service had slipped below acceptable levels?
- (iii) What steps could you take to deliver these bad news messages in a professional manner that does not offend the recipients while still getting your point across?

Question 7

Select one of the following topics and plan an analytical report focusing on your recommendations. Develop the main idea and draft an informative outline:

- (i) How to reduce the amount of electricity consumed by households in your area
- (ii) How to prepare your home for a weather problem (e.g. flooding)
- (iii) How to reduce the cost of living in Zimbabwe.

Question 8

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 9

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 10

Study the following speech topics: *reincarnation, rock music, dating, culture, art, diamonds, astrology, polygamy, affirmative action, economic empowerment, self-determination*,. From the list choose **one** topic and write a speech either to **Inform** or **Persuade**.

End of Paper