



"Investing in Africa's Future"

COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE (CBPLG)

COURSE CODE AND TITLE: NBCS I02: BUSINESS COMMUNICATION

END OF FIRST SEMESTER EXAMINATIONS: (2019/2020)

LECTURER: (A D MUSHONGA)

DURATION: (3 HRS)

INSTRUCTIONS

- 1.** You are required to select and answer any 5 questions of your choice.
- 2.** You will be penalised for any grammatical and spelling errors
- 3.** Each question carries 20 marks

1.

- a. Describe the elements of the indirect plan for persuasive messages
- b. George M. Leadership analyses a company and then provides human resource training seminars in order to improve the client organisation's operating efficiency. As HR Director, you hired George M. Leadership to offer workshops that would improve morale and reduce absenteeism at your company. George M. Leadership conducted many seminars, for all levels of employees and managers, over a three month period. Nine months later, you have noticed no significant improvement. In fact, absenteeism has increased, and morale is at an all-time low.

Write a letter to George M. Leadership requesting a refund of \$100,000 for its ineffective consultancy work. Add any details you consider relevant, in support of your claim for a refund.

2.

- a. List and discuss the major parts of the indirect plan and guidelines for developing each part.
- b. Describe in full, three situations that would require a businessperson to use the indirect plan for a negative message
- c. Discuss the importance of using the you-viewpoint for effective communication of negative business messages

3.

- a. Effective business communication involves both the sender and the receiver, but the sender must take responsibility for receiver understanding, receiver response, maintaining favourable relationship, and organisational goodwill. Discuss fully.
- b. Discuss why is it important for you to learn as much as possible about how a particular business message receiver's knowledge, interests, attitudes and emotional reaction?

4. Imagine two friends in a car. The driver hits a pedestrian. His friend knows he was going at least 80Km per hour. There are no witnesses. The driver's lawyer

says that if his friend testifies under oath that that he was only driving at 30Km per hour, it may save him from serious consequences

- a. Assuming that the driver's friend is German, whose cultural orientation is Universalist. How is he likely to testify under oath, in court?
- b. Assume that the driver's friend is South Korean, whose cultural orientation is Particularist. How is he likely to testify under oath, in court?

5. Use Fons Trompenaars' seven cultural-dimensions framework to explain how cultural differences affect business communication.

6.

- a. List and discuss the major parts of the indirect plan and guidelines for developing each part.
- b. Describe in full, three situations that would require a businessperson to use the indirect plan for a negative message
- c. Discuss the importance of using the you-viewpoint for effective communication of negative business messages

END OF PAPER