



COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND GOVERNANCE

NBCS102: BUSINESS COMMUNICATION

END OF SEMESTER EXAMINATIONS

NOVEMBER 2018

LECTURER: NERA, G

DURATION: (3HRS)

INSTRUCTIONS

1. Choose **One** question from **Section A** and **THREE** questions in **Section B**.
 2. Use only the Examination Answer Book provided. Obtain a Continuation Answer Book if necessary.
 3. Write legibly and concisely
 4. You are expected to give a critical analysis of each question.
 5. Provide the following information on the cover page of the Examination Answer Book.
 - 5.1 Write your University I.D. number clearly in the space provided. Do not write your name on the Answer Book.
 - 5.2 Write the Course Code & Course Title indicated above in the space provided.
 - 5.3 For Faculty write 'CBPLG'
 - 5.4 For Academic Year write 2018/2019
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Section A: Answer One Question

Either

1. Write a job application letter to Divine Hope Ltd., for the post of Social Media Manager (*Use full block format*) [25]

Or

Human Resources Director, write a Policy memo to all employees on the company's policy on smoking in offices. [25]

Three questions

Discuss the importance of communication and explain in detail their importance to the organization. [25]

Define the following communication terms:

Communication [9]

Communication [8]

Communication [8]

Discuss the role of the Public Relations Office in an organization, clearly highlighting its importance. [25]

Identify your audience is the key to success in business communication. [15]

Discuss how communication in an organization can be both a positive and a negative factor. [10]

Which CEO's in Zimbabwe communicate effectively? Illustrate with at least three real life examples. [25]

All the Best!!

2. In your role as Human Resources Director, write a Policy memo to all employees on the company's policy on smoking in offices. [25]

Section B: Choose any three

3. Discuss the 7C's of business communication.

4. Give brief analytic notes on the following communication terms:
 - a. Downward communication
 - b. Upward communication
 - c. Lateral communication

5. Discuss the role of the Public Relations Office in an organization, clearly highlighting its importance.

6. Explain:
 - a. Why knowing your audience is the key to success in business communication?
 - b. How the grapevine works as a communication channel for information in an organization?

7. In your opinion, which CEO's in Zimbabwe communicate effectively? Illustrate with at least three real life examples. [25]