



"Investing in Africa's Future"

**FACULTY OF
MANAGEMENT & ADMINISTRATION**

COURSE CODE AND TITLE: HCS 102 BUSINESS COMMUNICATION

SEMESTER II EXAMINATIONS: APRIL/MAY 2017

CONVENTIONAL PROGRAMME

LECTURER: A D MUSHONGA

DURATION: 3 HOURS

INSTRUCTIONS

1. You are required to select and answer any FIVE of the following questions.
2. Correct spelling and grammar will earn you marks.
3. Each question carries 20 marks.

1. You notice that on the appraisal form which the manager is required to fill in to assess your performance at the end of a six month work period, the following questions appear:

Below Av Av Above av

Is this employee's enthusiasm

Is this person's honesty

- a. What is wrong with the design and wording here?
- b. What will be the result?
- c. With whom should you raise the issue?

2. Identify what media and methods of communication you would use in the following situations and why.

- a) You are a senior researcher in charge of a laboratory.

One of the technicians has been arriving late
to work recently.

You have already called the technician aside
and had an informal word about his behaviour.

- b) You want to remind staff who operate

computers that they should not bring coffee
into the room and drink near their terminals

- c) A client has rung your hotel to complain about an upset stomach after eating a meal in your restaurant. Your receptionist took the call and has passed the message on to you.

3. What would your attitude be, if you had asked someone to produce a report for you to take to an important meeting and they produced a scruffy, dog-eared document that was badly typed, and full of incomprehensible jargon?

4. How would you feel if you received only a memo in the following circumstances?
- a) You have put in a considerable amount of effort in recent weeks, including extra hours, to help your department develop a new service/project/procedure. Your superior sends you a formally worded memo expressing gratitude.
 - b) New methods of work are being introduced within your section, involving complicated new procedures. You receive a two page memo from your superior explaining these.
 - c) Your top management announce that they are closing down your section of the organisation by a circular memo to all staff.
5. Perhaps you have experienced the following situation:
- a. You are being briefed in a group concerning a complex assignment. You ask for an extension of the deadline by which the task has to be completed in front of the rest of the group.
 - b. The reaction from the person asked is negative. How do you think the situation should have been approached to achieve a more positive result?
6. Consider the following:
- a) When someone is giving you a verbal explanation of a scientific experiment or a technical process, what other methods might he/she use to help you understand?
 - b) If you had to explain to someone how to set out and understand a balance sheet, what methods would you use?
 - c) Think of a situation where you might want to use a picture as well as words to convey your message.
 - d) You are abroad, and someone with a poor knowledge of English is trying to give you directions through the town. What methods would you find helpful to support his/her words?

END OF PAPER