



**COLLEGE OF BUSINESS, PEACE, LEADERSHIP AND
GOVERNANCE**

**NBCS102: BUSINESS COMMUNICATION
END OF SECOND SEMESTER EXAMINATIONS**

MAY 2021

LECTURER: DR FARAI CHIGORA

TIME: 7 Hours

INSTRUCTIONS

You are required to answer questions as instructed

Choose and answer **one** question only

Start **each** question on a new page in your answer booklet

Credit will be awarded for logical, systematic and neat presentations

Case Study (Costs of poor communication)

Read the following case study and answer the questions below

No one knows exactly how much poor communication costs business, industry and government each year, but estimates suggest billions. In fact, a recent estimate claims that the cost in the U.S. alone are close to \$4 billion annually! Poorly-worded or inefficient emails, careless reading or listening to instructions, documents that go unread due to poor design, hastily presenting inaccurate information, sloppy proofreading — all of these examples result in inevitable costs. The problem is that these costs aren't usually included on the corporate balance sheet at the end of each year, so often the problem remains unsolved.

You may have seen the Project Management Tree Cartoon before (**Figure 1.1**); it has been used and adapted widely to illustrate the perils of poor communication during a project.

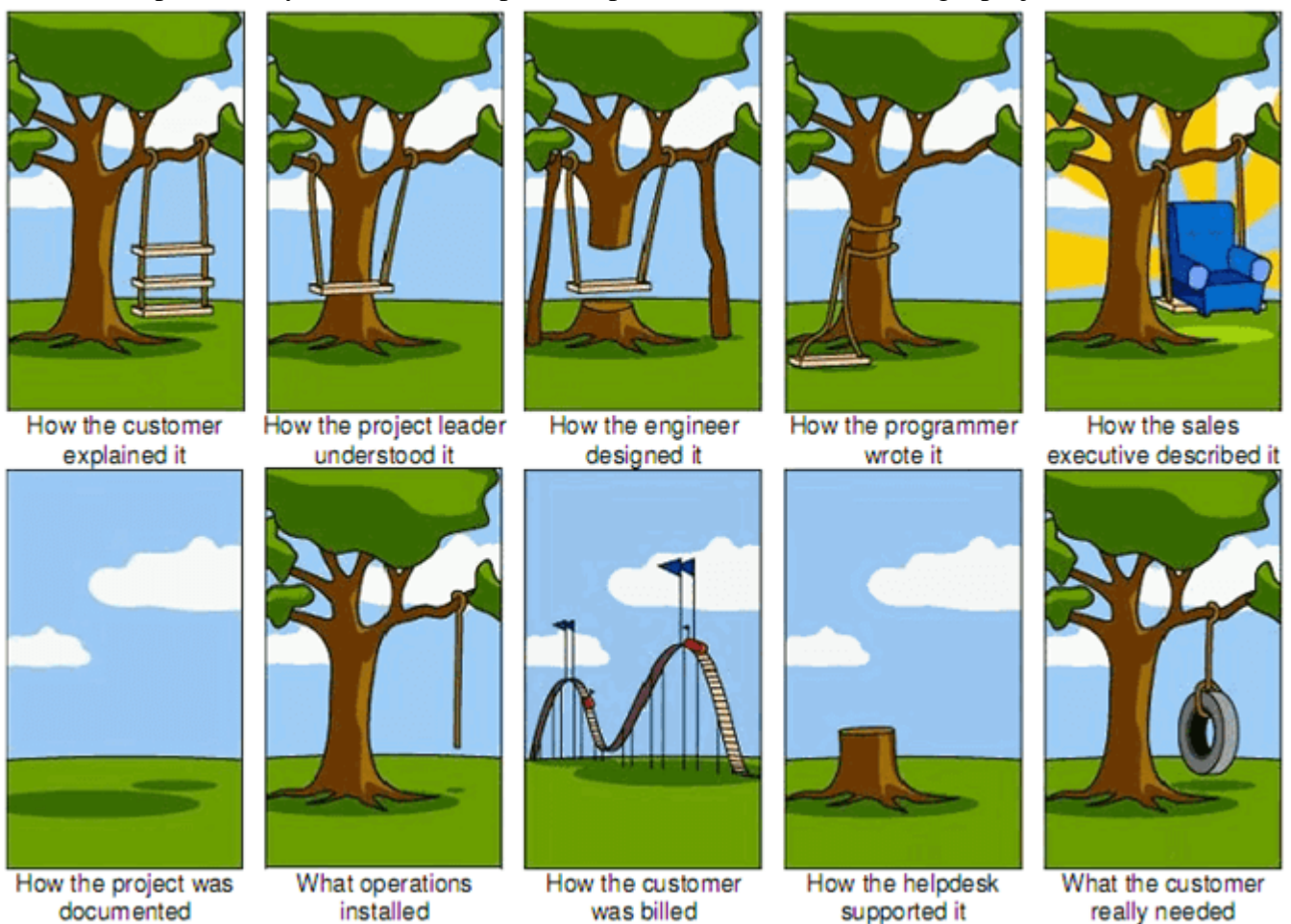


Figure 1.1 Project Management Tree Swing Cartoon

The waste caused by imprecisely worded regulations or instructions, confusing emails, long-winded memos, ambiguously written contracts, and other examples of poor communication is not as easily identified as the losses caused by a bridge collapse or a flood. But the losses are just as real—in reduced productivity, inefficiency, and lost business. In more personal terms, the losses are measured in wasted time, work, money, and ultimately, professional recognition. In extreme cases, losses can be measured in property damage, injuries, and even deaths.

Questions 1

Provide a detailed report of any **two** models of business communication that can help reduce communication problems that have been presented in the case study above. **[100]**

Total Marks [100]

Questions 2

As a marketing and sales manager write a letter to inform the directors about some marketing challenges you are facing guided by Figure 1.1 above and design a memo that you can use to share the same message with your marketing team in various subsidiaries. **[100]**

Total Marks [100]

Questions 3

‘Businesses are becoming centres for cultural diversity.’ Explain any **five** ways of managing cultural diversity so as to eliminate problems highlighted in the case study above. **[100]**

Total Marks [100]

END OF EXAMINATION
