



COLLEGE OF BUSINESS & MANAGEMENT SCIENCES

MGT1102: BUSINESS COMMUNICATION

END OF FIRST SEMESTER EXAMINATIONS

NOVEMBER/DECEMBER, 2025

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DURATION: 3 HRS

INSTRUCTIONS

Answer **THREE (3)** Questions only.

Section A is compulsory

Answer any Two (2) questions from **Section B**

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

Credit will be awarded for logical, systematic and neat presentation.

Do not repeat material

Write legibly

SECTION A (COMPULSORY)

Question 1

Read the following passage and answer the question which follow:

In the 2010s, Facebook found itself at the center of a massive data privacy scandal. Facebook faced a major crisis related to data privacy when it was revealed that Cambridge Analytica, a political consulting firm, had harvested personal data from up to 87 million Facebook users without their explicit consent through a third-party app. This data was reportedly used to influence political campaigns and elections, specifically, the 2016 US presidential election, sparking public outrage and leading to one of the biggest PR crises. Facebook's initial response was slow and was marked by a lack of transparency, making it one of the worst crisis communication examples. It took Facebook CEO, Mark Zuckerberg several days to publicly acknowledge and address the issue, explaining what had happened, and identify those affected. By the time a formal apology was issued, significant reputational damage had already occurred, and trust in the platform was compromised. This delay and vague communication led to widespread public distrust. This crisis underscores the importance of a timely and transparent response in crisis communication management, especially when dealing with sensitive user data. The company's initial failure to clearly communicate the facts of the situation and outline corrective measures compounded the fallout. The Cambridge Analytica scandal serves as an example of crisis communication failure, emphasizing the need for prompt action to prevent lasting harm to a brand's reputation. The key lesson for companies is to quickly explain what went wrong, who was affected, and what steps are being taken to prevent future issues. This case also explores how Facebook's delayed reaction to the scandal turned a breach of trust into one of the most significant PR disasters of the decade.

- (i) What was the crisis Facebook faced in the 2010s? [2marks]
- (ii) How was the harvested data reportedly used? [3 marks]
- (iii) Comment on Facebook's initial communication strategy during the Cambridge Analytica crisis. [5 marks]
- (iv) How did Facebook's delayed response affect the overall crisis impact? [10 marks]
- (v) Evaluate the effectiveness of Mark Zuckerberg's eventual public acknowledgement of the scandal [10 marks]
- (vi) What lessons can crisis managers learn from Facebook's handling of the Cambridge Analytica scandal? [10 marks]

SECTION B

Answer any **TWO** questions from this section

Question 2

Discuss the 7C's of effective Business Communication. Illustrate with relevant and appropriate examples.

Question 3

“If you understand your own feelings you get a really great handle on how you’re going to interact and perform with others” (Chuck Wolfe President, C. J. Wolfe Associates, LLC). Using the quotation as a basis, discuss the importance of social skills or competencies in building relations with others. Refer to specific social competencies from Daniel Goleman’s *“Working with Emotional Intelligence”* [30 marks]

Question 4

Discuss three major tasks of corporate communication and highlight common challenges in corporate communication. [30 marks]

Question 5

Assess the significance of crisis communication in business, including its impact on reputation, customer loyalty, and financial performance. [30 marks]

Question 6

Explain the concept of communication ethics and why ethical communication is important in business [30 marks]

Question 7

Examine the impact of social media on business communication, including the importance of understanding social media platforms, creating engaging content, and managing online reputation. [30 marks]

End of Paper