



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION

NHCS 101: COMMUNICATION SKILLS I

END OF FIRST SEMESTER EXAMINATIONS

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DURATION: 5 HRS

INSTRUCTIONS

Answer **ONE (1)** question only.

Attempt **ALL** sections of the question.

Credit will be awarded for logical AND systematic presentations.

Do not repeat material

Question 1

Read the following passage and answer questions which follow:

Is Anyone Listening?

Christine worked at *Fairway Cleaners* for a few hours each week after school and on Saturdays. When customers came in, she took their cleaning and wrote up a ticket describing the customers' requested service. The ticket had to include every item that belonged to the customer and indicate the exact day when the customer wanted to have his or her cleaning ready to pick up. Accuracy was important. One day while Christine was working, Mrs. Jones entered the store. Mrs. Jones was one of Fairway's most loyal customers. She usually left her cleaning on Saturday and wanted it a week later.

"Good morning, Mrs. Jones," Allison said with a smile. "That's a big load of cleaning this week."

"We just got back from summer vacation," Mrs. Jones said.
"Our family goes through a lot of clothing. My husband has a business trip next Thursday so I'll be in on Wednesday to pick all this up." She put the pants in one pile, shirts in another, and sweaters in a third. "I think there are five pairs of pants," Mrs Jones began.

But Christine was already moving ahead of her. She was counting the items of clothes herself and putting all the necessary information on Mrs. Jones's ticket. Christine indicated that the cleaning would be ready in a week—the way Mrs. Jones usually wanted it.

"Have a nice weekend," Christine said, as she handed over the ticket.

"Thanks, Christine," Mrs. Jones said. "I'll see you in a few days."

"That's funny," Christine thought. "It'll be a whole week before I see her again."

Late Wednesday afternoon, Christine came into the cleaners after her last class. Mrs. Jones was there, talking to Christine's boss.

"There's been a terrible mistake," her boss said angrily.

"Mrs. Jones specifically told you that this cleaning was supposed to be ready on Wednesday. Now she's stopped in on her way home from work and it isn't here. Her husband's leaving on a business trip tomorrow and he needs these clothes."

Christine didn't know what to say. "I . . . I just assumed, Mrs. Jones, that you always want your cleaning on Saturday."

Christine's boss was very upset. "Customers have varying needs, Christine. You had better start listening if you want to keep working here."

Answer the following questions:

- a) Define the terms **hearing** and **listening**. Your definition should highlight the key differences between these two terms. [5 marks]

- b) Making reference to the passage above:
- (i) Who is communicating to whom about what and why? [10 marks]
 - (ii) What was the goal of the communication in each case? [10 marks]
- c) “Strong communication skills, strong listening skills are essentially important in service industry career” (Corbis).
- (i) Discuss the importance of listening in the communication process [10 marks]
 - (ii) From the passage above, identify the communication error that occurred between Christine and Mrs. Jones [5 marks]
 - (iii) Explain what costs or losses were incurred because of the communication error. [10 marks]
 - (iv) Identify possible solutions or strategies that would have prevented the problem or communication error in the situation described above [10 marks]
 - (v) Explain why it is important to listen accurately in any communication one is involved in. [20 marks]
 - (d) Studies have shown that most of us listen at 25% efficiency, that is, instead of retaining 75% of what we hear, we lose 75%.
 - (i) Identify and discuss some behaviors that interfere with the ability to listen effectively. Support your answer with relevant examples. [20 marks]

Question 2

“Powerful leadership comes from knowing what matters to you. Powerful presentations come from expressing this effectively. It is important to learn both” (Anonymous). With reference to this statement, discuss the importance of public speaking in professional settings [100 marks]

Question 3

English for academic purposes is “the language and associated practices that people need in order to study ... higher education” with English as a medium of instruction. (Andy Gillet).

With the above understanding in mind, evaluate how your Communication Skills 1 experience has prepared you for University study. In your response, refer closely to one of the following aspects: Listening, Speaking, Reading and Writing. [100 marks]

End of Paper