

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS COMMUNICATION – CBU 1102

SUPPLEMENTARY EXAMINATIONS – AUGUST 2011

TIME ALLOWED: 3 HOURS.

INSTRUCTIONS TO CANDIDATES

- i) Answer any **Four** questions.

INFORMATION TO CANDIDATES

- i) All questions carry **25** marks each.
ii) Questions may be answered in any order.
iii) As much as possible, use relevant examples.
iv) This paper consists of **Seven** questions.

Question 1

List and discuss communication barriers in an organization, showing what steps you would take to eliminate such barriers? **[25 Marks]**

Question 2

You have been invited to make a presentation in your club on the benefits and disadvantages of the Internet in conducting business globally. Prepare and write out your speech. **[25 Marks]**

Question 3

It is sometimes possible to use the grapevine as a means of testing the responses of employees to a controversial issue. State the positive and negative aspects of this type of communication. **[25 Marks]**

Question 4

There is a claim that if you are in doubt of the sincerity of someone telling you about an event where you were absent, you should rely more on his or her body language than on what he or she says. State how valid or invalid this claim is. **[25 Marks]**

Question 5

Argue for or against the claim that communication is the lifeblood of an organization. **[25 Marks]**

Question 6

Principled negotiation is the only sound approach to healthy and productive negotiation. State why you agree or disagree with the foregoing statement. **[25 Marks]**

Question 7

Other than the job interview, identify and discuss any **two** different types of interviews found in large organizations. **[25 Marks]**

END OF EXAMINATION