

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS COMMUNICATION

CBU 1102



First Semester Examination Paper

December 2014

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Examiner's Name: Mr P M Ngulube

INSTRUCTIONS TO CANDIDATES

1. Answer any four (4) questions

INFORMATION TO CANDIDATES

1. All questions carry 25 marks each.
2. Questions may be answered in any order.
3. Credit will be given for the use of appropriate examples.
4. This paper contains seven questions.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25
7.	25

Question 1

What do you see as the importance of communication in an organisation?

[25 marks]

Question 2

- a) What are the prerequisites for a formal meeting? [10 marks]
- b) Describe the duties of a chairman/ chairperson and the qualities that are important to set the scene and conduct successful meetings. [15 marks]

Question 3

- a) Name five types of interviews and explain what an interview is. [5marks]
- b) What are the goals of a job interview? [5marks]
- c) Discuss the advantages and disadvantages of a job interview. [10marks]

Question 4

Interrogate the four stages approach in constructing advertisements.

[25marks]

Question 5

How are the kinesics and proxemics sciences used in non-verbal communication?

[25marks]

Question 6

Argue for and against social networking in the work place.

[25marks]

Question 7

How can barriers to communication be overcome in an organisation?

[25marks]

END OF EXAMINATION