

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS COMMUNICATION

CBU 1102



Supplementary Examination Paper

August 2015

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

The roles in an organisation are not inter-changeable, discuss the significance of this statement with regards to communication within an organisation.

[25marks]

Question 2

Indicate how you could use meetings to achieve organisational goals.

[25 marks]

Question 3

Say why you would use either principled negotiation or positional negotiation method when a make or break deal is at stake.

[25 marks]

Question 4

Detail the steps you would take in preparing to give a talk to an audience of scholars.

[25 marks]

Question 5

‘Communication in groups depends on the correct choice of a channel and a medium for its effectiveness’. Comment on this statement.

[25 marks]

Question 6

Argue for and against the claim that written communication is the heart of all organisational communication systems.

[25 marks]

Question 7

‘The Internet has revolutionised the way business is done’. Say whether you agree or disagree with this statement.

[25 marks]

END OF EXAMINATION