

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

BUSINESS COMMUNICATION – CBU 1102

FINAL EXAMINATION – DECEMBER 2013

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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 contains **Seven** questions.

QUESTION 1

You have been invited to make a presentation to the Young Scientist Club in your home town. Indicate the highlights of your presentation in terms of style and content.

[25 Marks]

QUESTION 2

What would you say to convince a lay person that now verbal communication is used more in work places than written communication?

[25 Marks]

QUESTION 3

‘Small informal groups are generally cohesive and effective in the communication process.’ Evaluate this statement.

[25 Marks]

QUESTION 4

Evaluate the claim that people create meanings, words themselves have no meaning. [25 Marks]

QUESTION 5

State any **four** barriers to communication and show how you would overcome them. [25 Marks]

QUESTION 6

With the aid of a diagram, discuss Shannon's Model of communication. [25 Marks]

QUESTION 7

Your company has tasked you to negotiate a contract on its behalf. Interrogate the characteristics that you should display in the negotiation process. [25 Marks]

END OF EXAMINATION