

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS MANAGEMENT
BUSINESS COMMUNICATION – CBU 1102
SUPPLEMENTARY EXAMINATION – SEPTEMBER 2007

INSTRUCTIONS TO CANDIDATES

- Answer any four questions.
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Question 1

Explain how organisational effectiveness and communication are related. [25 marks]

Question 2

Communication is the “life blood” of a company. Discuss the foregoing statement. [25 marks]

Question 3

Provide some examples as to why communication breaks down in companies. What can be done to facilitate organisational communication? [25 marks]

Question 4

Identify the more important cultural elements in your own culture that seem to affect organisations. [25 marks]

Question 5

Discuss the ways in which climate is likely to influence organisational communication. Speculate about some of the “little things” in the organisation which may affect the climate or mood in the company. [25 marks]

Question 6

What constraints exist in the organisation to prevent an individual from communicating openly with any other person? Why are these constraints necessary? What are some of the problems associated with the constraints? [25 marks]

Question 7

What are presentational skills? What important elements lead to successful oral presentations?

[25 marks]

