

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**BUSINESS COMMUNICATION – CBU 1102**  
**FINAL EXAMINATION – JANUARY 2008**  
**TIME ALLOWED – 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

- *Answer any four questions.*
- *Questions may be answered in any order.*
- *As much as possible, use relevant examples.*

**Question 1**

- (a) Why are dyadic skills important to organisational communication? [10 marks]
- (b) Discuss the steps involved in a performance appraisal interview. [15 marks]

**Question 2**

- (a) If too many memoranda are sent in the organisation, what communication problems might result? [10 marks]
- (b) What are some things which can be done to cut down on the use of the memorandum in the organisation? [15 marks]

**Question 3**

Discuss any three functions of organisations and indicate the contributions of communication to the said functions. [25 marks]

**Question 4**

“The values, beliefs and knowledge that people bring to the organisation largely determine their ability to communicate with other people.” Comment on the foregoing statement. [25 marks]

**Question 5**

Discuss the effects of inter-group and intra-group relations in organisational communication. [25 marks]

**Question 6**

Information and communication technologies have made the life of a multinational business person easy and very productive. Discuss the foregoing statement. **[25 marks]**

**Question 7**

Discuss the pros and cons of principled negotiation.

**[25 marks]**