

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**BUSINESS COMMUNICATION – CBU 1102**

**FINAL EXAMINATION FEBRUARY 2010**

**TIME ALLOWED: 3 HOURS**

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**INSTRUCTIONS TO CANDIDATES**

Answer any **four** questions.

**INFORMATION TO CANDIDATES**

- (i) Questions may be answered in any order.
  - (ii) All questions carry **25** marks each.
  - (iii) Credit will be given to the use of appropriate examples.
  - (iv) This paper contains **Seven** questions.
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**QUESTION 1**

Comment on the following barriers to communication. You may illustrate the points you make by referring to incidents you have witnessed or read about.

- (a) Hearing what we expect or want to hear. **[5 Marks]**
- (b) Prejudice and lack of good will. **[5 Marks]**
- (c) Judging the message on the characteristics of the sender than on its contents. **[5 Marks]**
- (d) Flat contradiction **[5 Marks]**
- (e) Vehement opinion giving **[5 Marks]**

**QUESTION 2**

What do you regard as the elements of successful interviewing? Divide your answer into the following

- (i) The interview for employment [13 Marks]
- (ii) The review / appraisal interview [12 Marks]

**QUESTION 3**

Outline what you believe to be the advantages and disadvantages of conventional upward, downward and lateral communication within an organization. [25 Marks]

**QUESTION 4**

“The ideal chairman is much to be admired, if only for the following reasons.....”  
Complete this quotation in ways that would explain and do justice to the broad scope and detail of the “ideal” chairman’s tasks. [25 Marks]

**QUESTION 5**

“The Internet is becoming increasingly adaptable to business needs”. Briefly discuss this statement. Your answer should highlight the advantages, disadvantages and potential abuses of the Internet. [25 Marks]

**QUESTION 6**

Compare and contrast positioned negotiating and principled negotiating. [25 Marks]

**QUESTION 7**

Describe the characteristics of *effective* listening and indicate the role and importance of listening in communication. [25 Marks]

**END OF EXAMINATION**