

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**BUSINESS COMMUNICATION – CBU 1102**

**SUPPLEMENTARY EXAMINATION – AUGUST 2010**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

Answer any **four** questions.

**INFORMATION TO CANDIDATES**

- i) Questions may be answered in any order.
- ii) All questions carry **25** marks.
- iii) Credit will be given for use of pertinent examples.
- iv) This paper consists of **seven** questions.

**QUESTION 1**

Having studied both the vertical communication downwards, the vertical communication upwards and the horizontal communication systems, which one/s do you think would be more effective in an organization and why? (Look at both the advantages and disadvantages vis-à-vis your organization).

**[25 Marks]**

**QUESTION 2**

List and discuss communication barriers in an organization, showing what steps you would take to eliminate the said.

**[25 Marks]**

**QUESTION 3**

Workers in your company have taken to industrial action because of perceived unfair treatment by middle Management. Write a report to senior management describing the fallout between workers and middle management, suggesting a way out of the impasse.

**[25 Marks]**

#### **QUESTION 4**

‘The Internet and the electronic mail are blessings to business communication.’ Discuss any four uses of the aforementioned electronic communication devices, indicating whether you agree or disagree with the statement in quotation marks **[25 Marks]**

#### **QUESTION 5**

You sit on the Board of Directors of your company and you are faced with the problem of deciding whether to totally indigenize and localize your company, or keep it as part of a huge multinational corporation. The five board members have assumed different positions on the scale. You are the Chairperson and you should find a solution to this issue in one week. Using the Judgment Theory, explain how you would reconcile the differences among Board members and finally settle for one acceptable solution. Indicate the major challenges you encounter in the discussion.

**[25 Marks]**

#### **QUESTION 6**

Observe an interview in which you want to recruit a drier for your organization. How true is it to say that usually interviewers pay little attention to the purpose for recruiting a person? Confirm or reject this notion by an evaluation of the questions asked and weighing them against the task to be performed when the job is given. **[25 Marks]**

#### **QUESTION 7**

According to your own findings, what have been the strengths of the people you consider to be speech presenter? How does one build these qualities? **[25 Marks]**

**END OF EXAMINATION**