



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND COMMERCE

BUSINESS MANAGEMENT DEPARTMENT

BASIC COMMUNICATION SKILLS

CODE: COSK 101

SESSIONAL EXAMINATIONS

SEPTEMBER 2021

DURATION: 3 HOURS

EXAMINER Ms S. MANHANGA

INSTRUCTIONS

- 1. Answer any four questions*
 - 2. Each question carries 25 marks*
 - 3. Total marks 100*
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Question 1

“Communication is the lifeblood of any organisation.’ Thoroughly discuss the importance of communication with reference to this notion (25 marks).

Question 2

What are barriers to effective Communication? Discuss any **four** barriers that can affect communication in learning at University level. (25 marks)

Question 3

Explain Scram’s model of Communication, taking note of its advantages over the linear models. (25 marks)

Question 4

Identify and explain any **four** characteristics of academic writing. (25 marks).

Question 5

Rewrite the following reference list in the APA style correctly;

- i. Matthews J 1999 The art of childhood and adolescence: The construction of meaning. Falmer Press (5 marks).
- ii. Kubler-Ross E.1993. Questions and answers on death and dying New York, NY: Collier Books. (5 marks)
- iii. March, E., & Springer, J. (2019). Belief in conspiracy theories: The predictive role of schizotypy, Machiavellianism, and primary psychopathy. PLoS One, 14(12): Article e0225964. <https://doi.org/10.1371/journal.pone.0225964> (5 marks).
- iv. Goldberg I (2000) Dr. Ivan's depression central. <http://www.psycom.net/depression.central.html>. (5 marks)
- v. Leunig M. 1995, July 27. Thoughts of a baby lying in a child care centre. The Sydney Morning Herald, p. 24 (5 marks).

Question 6

- a) Define plagiarism (1 mark).
- b) Identify and explain any four types of plagiarism (24 marks)

END OF PAPER