

MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

**FACULTY OF AGRI-BUSINESS AND COMMERCE
BUSINESS COMMUNICATION/ COMMUNICATION IN BUSINESS
BUSINESS COMMUNICATION**

CODE: HGEN 116/BSCIS 113

SESSIONAL EXAMINATIONS

AUGUST 2020

DURATION: 3 HOURS

EXAMINER: DR P.R. SVONGORO

INSTRUCTIONS

1. Answer **any 4** questions.
2. Each question carries 25 marks

1. As the head of the department in the organisation you are working for, you have attended a workshop on impression management. Write a report to the Chief Executive Officer highlighting any **five** aspects of impression management you learnt at the workshop which can improve the image of the organisation. **[25 marks]**
2. ‘Leadership styles can be a source of conflict in an organisation’. Discuss this point of view with reference to any **three** leadership styles. **[25 marks]**
3. According to Goleman (2009: 96), “A steady stream of powerful nonverbal exchanges rushes to and from everyone we interact with, whether in a routine greeting, a tense negotiation or a formal job interview”. In the context of this assertion, explain how an appreciation of nonverbal communication makes you a better communicator in various professional contexts. **[25 marks]**
4. As a newly recruited graduate in your organisation, explain how you would manage the impressions that clients form about your organisation with regard to the following aspects:
 - a) Written communication **[15 marks]**
 - b) Time management **[10 marks]**
5. According to Hellriegel (2007:101), “Whether a retail store, school, bank, transportation system, or manufacturing plant, effective communication is essential and all conflict situations in organisations are, in fact, communication problems”. How far do you agree with this view? **[25 marks]**
6. ‘Competing interests, resources and leadership styles can be a source of conflict in an organisation’. Discuss this point of view with reference to sources of conflict in an organisation you are familiar with. **[25 marks]**
7. ‘If not carefully planned and conducted, organisational meetings can be counter-productive’. Using your knowledge of meeting procedures and management, explain the basis of this point of view. How would you ensure that meetings in your organisation are not counter-productive? **[25 marks]**

END OF EXAMINATION