

**MANICALAND STATE UNIVERSITY
OF
APPLIED SCIENCES**

**FACULTY OF APPLIED SCIENCE AND TECHNOLOGY
DEPARTMENT OF APPLIED STATISTICS**

BASIC COMMUNICATION

MODULE CODE: CS 101

SESSIONAL EXAMINATIONS

AUGUST 2020

DURATION: 3 HOURS

EXAMINER: MS S. MANHANGA

INSTRUCTIONS

- 1. Answer ANY FOUR questions*
- 2. Each question carries 25 marks*
- 3. Total marks 100*

ADDITIONAL MATERIAL:

Question 1

Discuss the importance of feedback in educational Communication. (25 marks)

Question 2

Identify and explain the merits and demerits of the **Linear** model of communication. (25 marks)

Question 3

Effective communication is the life blood in business. Discuss the view. (25 marks)

Question 4

What are the advantages and disadvantages of “Electronic communication”? (25 marks)

Question 5

Define plagiarism and explain the importance of citing and referencing in academic writing. (25 marks)

Question 6

Explain the differences between Verbal and Non-Verbal Communication. (25 marks)

Question 7

Discuss how culture can affect communication. (25 marks)

END OF EXAMINATION