



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

## FACULTY OF AGRIBUSINESS AND COMMERCE

DEPARTMENT: BUSINESS MANAGEMENT

MODULE: BUSINESS COMMUNICATION

CODE: BMAN 122

SESSIONAL EXAMINATIONS

MARCH 2022

DURATION: 3 HOURS

EXAMINER: MS. E. MAFUNDA

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### INSTRUCTIONS

1. Answer **All** questions in Section A
  2. Answer **any three** questions in Section B
  3. Start a new question on a fresh page
  4. Total marks 100
  5. Credit will be given for appropriate use of examples
- Additional material(s): None.**
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## SECTION A: COMPULSORY

*(Answer all questions in this section. Section A carries 40 marks)*

### Question 1

The following advertisement appeared in one of the local newspapers recently:

#### **WANTED!!**

An upcoming non-governmental organisation that specializes in the welfare of orphans requires a young man or lady to fill in the post of a Youth Service Worker.

The person should be dynamic, self-motivated and have genuine interest in the welfare of children. Ability to communicate effectively in English and any two local languages is a necessity. A driver's license is a must and computer literacy an advantage.

Minimum qualifications: A relevant honours degree.

Applications indicating qualifications, date of availability and any other relevant information should be directed to:

The Advertiser

P.O. Box C341

Causeway

Mutare

Closing Date: 15 March 2022

**Required:**

- a) Imagine that you meet the requirements stated in the advertisement. write a letter of application for the post. (20 marks)
- b) Write an accompanying Curriculum Vitae to be submitted with the application letter. (20 marks)

**[Total Marks: 40]**

## SECTION B

Answer any **THREE** questions from this section

### Question 2

Discuss the importance of the following non-verbal communication aspects to the interviewee in a disciplinary interview?

- a) Eye-contact (10 marks)
- b) Posture (10 marks)

**[Total Marks: 20]**

### Question 3

‘Negotiation is the best strategy to resolve conflict in an organisation.’ Discuss this assertion giving examples to support your answer. **[20 Marks]**

### Question 4

Explain any two levels of communication that would apply in an organisation of your choice. **[20 Marks]**

### Question 5

With specific reference to the **linear model of communication**, discuss the view that this model does not entirely represent real life communication situations. **[20 Marks]**

### **Question 6**

Discuss the significance of the following modes of speech presentation:

- a) Extemporaneous mode. (10 marks)
- b) Manuscript mode. (10 marks)

**[Total marks: 20]**

**END OF EXAMINATION**