



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND COMMERCE

DEPARTMENT: BUSINESS MANAGEMENT

MODULE: BASIC COMMUNICATION SKILLS

CODE: COSK 101

SESSIONAL EXAMINATIONS
NOVEMBER 2022

DURATION: 3 HOURS

EXAMINER: DR E. JAKAZA

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)

Read the text below and answer the questions which follow.

Question 1: Communication Process

By: Nick Sanchez

Communication can best be summarized as the transmission of a message from a sender to a receiver in an understandable manner. The importance of effective communication is immeasurable in the world of business and in personal life. From a business perspective, effective communication is an absolute must, because it commonly accounts for the difference between success and failure or profit and loss....

The communication process is made up of four key components. Those components include encoding, medium of transmission, decoding, and feedback. There are also two other factors in the process, and those two factors are present in the form of the sender and the receiver. The communication process begins with the sender and ends with the receiver.

The sender is an individual, group, or organization who initiates the communication. This source is initially responsible for the success of the message. The sender's experiences, attitudes, knowledge, skill, perceptions, and culture influence the message... The first step the sender is faced with involves the encoding process. In order to convey meaning, the sender must begin encoding, which means translating information into a message in the form of symbols that represent ideas or concepts...When encoding a message, the sender has to begin by deciding what he/she wants to transmit. This decision by the sender is based on what he/she believes about the receiver's knowledge and

assumptions, along with what additional information he/she wants the receiver to have. It is important for the sender to use symbols that are familiar to the intended receiver. A good way for the sender to improve encoding their message, is to mentally visualize the communication from the receiver's point of view.

To begin transmitting the message, the sender uses some kind of channel (also called a medium). The channel is the means used to convey the message. Most channels are either oral or written, but currently visual channels are becoming more common as technology expands. Common channels include the telephone and a variety of written forms such as memos, letters, and reports. The effectiveness of the various channels fluctuates depending on the characteristics of the communication... If a sender relays a message through an inappropriate channel, its message may not reach the right receivers. That is why senders need to keep in mind that selecting the appropriate channel will greatly assist in the effectiveness of the receiver's understanding...

After the appropriate channel or channels are selected, the message enters the decoding stage of the communication process. Decoding is conducted by the receiver. Once the message is received and examined, the stimulus is sent to the brain for interpreting, in order to assign some type of meaning to it. It is this processing stage that constitutes decoding. The receiver begins to interpret the symbols sent by the sender, translating the message to their own set of experiences in order to make the symbols meaningful. Successful communication takes place when the receiver correctly interprets the sender's message.

The receiver is the individual or individuals to whom the message is directed. The extent to which this person comprehends the message will depend on a number of factors, which include the following: how much the individual or individuals know about the topic, their receptivity to the message, and the relationship and trust that exists between sender and receiver. All interpretations by the receiver

are influenced by their experiences, attitudes, knowledge, skills, perceptions, and culture. It is similar to the sender's relationship with encoding.

Feedback is the final link in the chain of the communication process. After receiving a message, the receiver responds in some way and signals that response to the sender. The signal may take the form of a spoken comment, a long sigh, a written message, a smile, or some other action. "Even a lack of response, is in a sense, a form of response" (Bovee & Thill, 1992). Without feedback, the sender cannot confirm that the receiver has interpreted the message correctly...

The communication process is the perfect guide toward achieving effective communication. When followed properly, the process can usually assure that the sender's message will be understood by the receiver. Although the communication process seems simple, it in essence is not. Certain barriers present themselves throughout the process. Those barriers are factors that have a negative impact on the communication process. Some common barriers include the use of an inappropriate medium (channel), incorrect grammar, inflammatory words, words that conflict with body language, and technical jargon. Noise is also another common barrier. Noise can occur during any stage of the process. Noise essentially is anything that distorts a message by interfering with the communication process. Noise can take many forms, including a radio playing in the background, another person trying to enter your conversation, and any other distractions that prevent the receiver from paying attention.

Source: [Communication Process \(njit.edu\)](http://njit.edu)

Required:

- a. State four key components of the communication process stated in the passage. (4 Marks)

- b. Explain any three elements of the communication process giving appropriate examples. (9 Marks)
- c. Discuss any three barriers in the communication process mentioned in the case study. (15 Marks)
- d. Write a summary of not more than 100 words of the communication process, explained in the case study. (12 Marks)

[Total 40 Marks]

SECTION B

Answer any THREE questions from this section

Question 2

- a. State the three definitions of writing (6 Marks)
- b. Discuss the assertion that writing is a process and a product.

(14 marks)

[Total: 20 Marks]

Question 3

- a. State the characteristic features of a paragraph. (6 Marks)
- b. Write a paragraph of not more than 100 words with the features you have identified in (a) above. (14 Marks)

[Total: 20 Marks]

Question 4

- a. Briefly explain the relationship between listening and note taking. (4 Marks)
- b. Discuss four strategies that you can use to effectively listen during a lecture presentation at a university. (16 Marks)

[Total: 20 Marks]

Question 5

Plagiarism has been touted as one of the major problems in academic writing at universities. Various reasons have been given on why plagiarism is rampant and seem to persist.

- a. What is plagiarism? (2 Marks)
- b. Examine three ways that can be used to avoid plagiarism in academic writing. (18 Marks)

[Total: 20 Marks]

Question 6

Oral presentations are a common learning method found at institutions of higher learning. Students are given topics or tasks as individuals or as groups to research on and later present in class.

- a. Discuss the stages that you will follow in an oral presentation in a lecture. (10 Marks)
- b. Explain how one might make an effective oral presentation using PowerPoint. (10 Marks)

[Total: 20 Marks]