#### MANICALAND STATE UNIVERSITY

#### OF

#### APPLIED SCIENCES

FACULTY OF AGRIBUSINES & COMMERCE

**DEPARTMENT OF BUSINESS MANAGEMENT**

BASIC COMMUNICATION

**MODULE CODE: CS 101**

### SESSIONAL EXAMINATIONS

**MAY-JUNE 2019**

**DURATION: 3 HOURS**

**EXAMINER: MS S. MANHANGA**

## INSTRUCTIONS

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

**Question 1**

Citing relevant examples, discuss the importance of communication in an

Education set up. (25 marks)

**Question 2**

Examine the **Linear** and **Interactive** models of communication. (25 marks)

**Question 3**

Analyse the view that “Feedback is one of the most essential elements of effective communication.” (25 marks)

**Question 4**

What are the advantages and disadvantages of the “face to face” channel of communication? (25 marks)

**Question 5**

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

**Question 6**

Compare and contrast Written and Oral of communication. (25 marks)

**Question 7**

With relevant examples, discuss the importance of eye contact in a communication encounter. (25 marks)

**END OF EXAMINATION**