



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY
DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

MANAGEMENT STUDIES, BUSINESS STUDIES, SECRETARIAL STUDIES

SUBJECT: Business Communication PAPER NO: 500/15/S01

DURATION: 3 hours

NOVEMBER/DECEMBER 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATES

- 1) Answer all questions.
- 2) Begin each new answer on a fresh page.

This paper consists of 6 printed pages.

QUESTION 1-SUMMARY (20 MARKS)

Using your words as much as possible, write a summary of not more than 200 words. Give the summary a suitable title.

SARS is caused by a virus identified as coronavirus. Corona viruses cause diseases in people and in animals from common cold in animals from common cold to severe gastro intestinal illness. Scientists believe that, like influenza, SARs was spread by an animal, but have been unable to determine exactly where it is originated.

Probably just like the common cold, it is spread in large droplets. An infected person spreads germs by sneezing to someone close by. This is especially prone to infection, because they have close contact with SARS patients.

Like the common cold, influenza and other respiratory viruses, SARS may also be transmitted on surfaces such as elevator buttons, tale tops or hand-to hand contact.

There is no evidence that the SARS virus lives for more than a few hours outside the body. There is also no evidence that it can survive in smaller particles and become air borne, like some other diseases such as tuberculosis, but Dr Julie Gerberdina, head of the United States centres for Diseases Control and prevention (CDC) says, her agency is keeping an open mind.

In the meantime, the CDC and the World Health Organisation (WHO) recommend that SARS patients be kept in "negative pressure" hospital rooms that restrict air circulation to prevent the virus from spreading.

The virus has been found in fecal matter so it is possible it can be spread by what is known as the fecal-oral route or in sewage-like cholera and polio.

Who dies from SARS? At first victims were health care workers who cared for SARS patients, and they tended to be young or middle aged. But as the virus spread, it affected a more diverse population, including the elderly and children.

Early studies have shown no particular pattern in deaths globally. People who were already sick, such as patients infected while they were in hospital for some other condition are no more likely to die than healthy people.

At first the mortality from SARS was estimated at about 3 percent. Now the WHO says about 5.9 percent of patients die. But experts stress this does not mean the virus is becoming more dangerous.

SARS was not identified as a unique disease until March. At first no one knows what caused it, so patients were classified according to symptoms- fever, cough, pneumonia not caused by a known virus or bacteria which are extremely common in a range of diseases.

Now that the SARS virus has been identified, doctors can test for it, but the tests are still experimental and maybe unreliable. They also take time. As more patients are tested, many are likely to be found not to have SARS. When the patients are excluded from statistics, the relative mortality rate of SARS will go up. But if healthy people are tested and found to have SARS with no symptoms, then the mortality rate will go down.

"I don't infer anything from the death rate except I, wish it were zero," Gerberding says. "The more people who go off the list, the higher the proportion of mortalities will really be".

Some experts say the virus could mutate into more dangerous forms, but there is no evidence yet that it does..

The CDC advises people to keep away from hospitals where SARS patients are being treated and wash hands frequently in a SARS affected area.

Colds and flu are passed around everyday on the hands and fectionous disease, experts say a person is as likely to contact a virus by touching a contaminated objects and then their own eyes, nose or mouth, as by breathing it in soap and water do fine but alcohol- based hand rubs can be used if water is not available.

Wearing a face mask, even in an affected areas, is likely to do little or good, say the CDC and the WHO care workers and other people living with or caring for SARS patients are advised to wear special face masks such as N95 respirators, experts say.

The surgical -type face masks seen on the streets of Hong Kong and other areas are of little help, the CDCs Gerberding has said, although people who suspect they have SARS should wear them to protect others. People not in affected areas are at little risk.

If you have travelled to a SARS affected area and develop cough or fever, you should contact a doctor night away but the CDC recommends calling ahead and warning the clinic, so workers can protect themselves and other patients.

QUESTION 2: CASE STUDY (20 MARKS)

Read the following case study and answer the questions that follow.

Barry is a 27 year old who is a food service manager at a casual dining restaurant. Barry is responsible for supervising and managing all employees in the back of the house. Employees working in the back of the house range in age from 16 years to 55 years old. In addition, the employees come from diverse cultural and ethnic backgrounds. For many English is their primary language.

Barry is safe certified and tries his best to keep up with good safety issues in the kitchen. Employees receive “on the job training” about food safety basics (for example appropriate hygiene and handwashing, cleaning and sanitising).

However with high turnover of employees, training is often rushed and some new employees are put right into the job without training as it is a busy day. Eventually, most employees get some kind of food safety training. The owners of the restaurant are supportive of Barry in his food safety efforts because they know if a food outbreak were ever heard to their restaurant, it would likely put them out of business. Still the owners note there are additional costs for training and making sure food is handled safely.

One day Barry comes to work and is rather upset even before he steps into the restaurant. Things haven't been going on well at home and he was lucky rummage through some of the dirty laundry and find a relatively clean outfit to wear for work. He admits he needs a haircut and a good hand scrubbing, especially after working on his car last evening. When he walks into the kitchen he notices several trays uncooked meat sitting out in the kitchen area he appears these have been sitting at room temperature for quite some time. Barry is frustrated and doesn't know what to do. He feels like he is beating his head against a brick wall when it comes to getting employees to practise food safety.

Barry has taken many efforts to get employees to be safe on how they handle food. He has huge signs posted all over the kitchen with these words. KEEP HOT FOOD HOT AND COLD FOOD COLD AND WASH YOUR HANDS ALWAYS AND OFTEN. All employees are given a thermometer when they start so that they can temp food. Paper towels are available employees so that they are encouraged to wash their hands frequently.

QUESTIONS

- a) Identify and explain five (5) communication challenges or barriers Barry faces. (10 marks)
- b) Suggest solutions that Barry may consider in addressing each of these challenges or Barriers. (10 marks)

QUESTION 3: MEMORANDUM

REPORT WRITING (20 MARKS)

Several complaints have been made about a supervisor working in your department staff members have complained that the supervisor is autocratic, rigid, rude and unfair in his conduct towards specific individuals. As the human resources manager the general manager assigned you to investigate the situation, comment on the validity of the complaints and draw some recommendations on how to rectify the situation. The report is to be compiled within three weeks.

QUESTION 4

LETTER WRITING: (15 MARKS)

Your Hotel hosted a three day conference for senior Managers of a leading banking institution. You have received a complaint from the conference organisers that the facilities and services you offered were far below expectations.

As the reservations manager write a letter of apology explaining why you could not provide some of the facilities and services you have promised prior to the bookings.

QUESTION 5

COMMUNICATION THEORY (20 MARKS)

- a) Define graphic communication. (2 marks)

- b) When presenting a speech, discuss two (2) advantages of each of the following visual aids:
- i) Video (2 marks)
 - ii) White board (2 marks)
- c) Discuss the following leadership styles:
- i) Autocratic (2 marks)
 - ii) Democratic (2 marks)
- d) Citing practical examples explain any two causes of grapevine in any organisation set-up. (5 marks)
- e) Listening is an integral part of the communication process. Explain any five (5) skills that a listener needs for effective listening. (5 marks)

QUESTION 6

MEETINGS (5 MARKS)

Define briefly the following terms as they are used in meetings:

- a) Constitution (1 mark)
- b) Proxy (1 mark)
- c) Ex Officio (1 mark)
- d) Nemcon (1 mark)
- e) Status quo (1 mark)

...../fk