



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

BUSINESS MANAGEMENT & SECRETARIAL STUDIES

SUBJECT: Business Communication

PAPER NO: 500/S01

DURATION: 3 Hours

MARCH/APRIL 2016 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

1. Answer ALL questions.
3. Start each answer on a fresh page.

This paper consists of 5 printed pages.

QUESTION 1

SUMMARY (20 marks)

Using your own words as much as possible write a summary of the following passage in not more than 180 words. Give the summary a suitable title.

Even though the act of listening poses many challenges we as listeners can improve our skills and increase the amount of information we retain. In the process, we will also become better speakers.

One of the most important obstacles to overcome as a listener is your own interference. However, if you learn to listen effectively, these bad habits are relatively easy to minimise. An effective listener overcomes listener interference. However in order to better understand a speaker's message. Try to determine the speaker's goal. Is the speaker attempting to introduce, inform, invite persuade or commemorate? Can you determine who or what information are you about to receive and why is it important? What are you being persuaded to do, think or feel?

As the speech unfold, identify each of the speaker's main points or arguments. Is each point clearly articulated and do you see why it is a main point?

How does the speaker connect each main point or idea? Listen to see if you can follow the development of the ideas. If you can find the relationship between and among the claims made and their connection to the speakers goal. Listen for previews before main ideas, transitions, connectives from one idea to the next and summaries at the end of main ideas.

What kind of evidence does the speaker use to support ideas? Identify the specific kinds of evidence used by speakers such as narratives personal disclosure, statistics comparisons and expert testimony. Does the speaker use enough evidence and does it actually help the speaker make the argument?

Compare the speaker's style of delivery to the actual content of the speech. Are the two consistent? For example, if the topic is serious, does the speaker use delivery to enhance the content or build a particular kind of environment?

Keep paper beside you as you listen and jot down any unfamiliar words, ideas or phrases. Keeping notes will help you listen for information that explains these words, phrases and ideas and keep you focused on the content of the speech.

As you listen to the speech, question will probably come to your mind. Write them down as they occur and ask the speaker about them at the end of speech or find the answers on your own. Keeping notes about your own questions will keep you focussed on finding the answers as the speech progresses.

Rather than sitting positively or falling prey to distractions, listen by sitting in an upright (but relaxed) posture and engage the speaker by making eye contact (if it is culturally appropriate). Use culturally appropriate non-verbal cues such as smiles of encouragement and head nods that signal understanding and attention. Taking notes is another non-verbal sway of showing the speaker you are listening and keeping your attention focussed.

Many speeches have a distinct conclusion. Listen to the speaker to see if you can discover the moment the conclusion begins. Do they tell a story to wrap up the speech, ask the audience to participate in some action, or do something else to bring the presentation to a close? Consider whether the content and delivery of the conclusion match the purpose of the speech.

At the close of the speech, review in your own mind the goal, main points, evidence, and conclusion of the speech. Is there consistency among each of these?

As a member of the audience, learn to adapt your listening style to a speaker's approach. Experiential listeners may find it hardest to adapt to speakers who fail to accommodate tactile styles of listening. However, speakers often neglect this style. If you are a tactile listener, try to listen carefully to the content of a speech so that afterwards you can find a tangible example of what the speaker is discussing. As an auditory listener, you usually are at an advantage because speakers have to explain verbally what they mean. In fact, speakers usually rely more on verbal explanations than on presenting information that can be touched and examined or seen visually. However, you may get lost in visual aids, especially if they are not explained well or when speakers hand out objects without much description. When this happens, take notes during the presentation.

If you are a visual listener, you can adapt by creating mental images of what the speaker is saying, drawing a diagram in your notes and writing down key words especially those that bring concrete images to mind.

QUESTION 2

REPORT (20 marks)

You recently joined the sales team at Eastern TVET (Pvt) Ltd and observed that sales have been going down for the past six months. As Head of Sales Department, you were asked by the Managing Director to investigate the causes of decline in sales and submit a report with recommendations. Write a Schematic Report to be submitted in a fortnight's time.

QUESTION 3

LETTER (15 marks)

You work for a local bank and a client has applied for a loan. After thorough investigations you discovered that the client is not credit worthy. Write a tactful letter rejecting this client's loan request.

QUESTION 4

CASE STUDY (20 marks)

We all seem to be working in the dark!

Jack Lara was being unusually forthright in his comments. Normally a quiet and patient man, even he had become completely demotivated by the latest problems in trying to communicate with the Sales department. As production Supervisor at Windies Lights p/c he was in charge of allocating and managing resources to make sure that sufficient output of light bulbs was available to match demand. The last scribbled note from the south east Sales Manager had been the latest in a large number of messages regarding the correct product mix to manufacture.

"How am I meant to read this?" he had shouted. "It is dated three days ago yet I have only just been handed it by the section head." Apparently she had just been handed it by the factory manager, who himself was sent it by the Production Director. "I needed to know on Tuesday that sales of the standard bulbs are falling in the South east due to the increased demand for halogen and spot type lamps", he complained to his production staff. "If we end up with huge stocks of unsold bulbs it will not be my fault. If we had known that they were planning a big promotion on halogen lights we could have switched production in time".

Problems with communication at Windies Lights had become more serious since the major takeover of Trinidad Bright lights ten months ago. The newly formed business was now twice the size. More Managers have been employed. More levels of hierarchy had been created. Important internal messages were still checked by each section head or

departmental manager before he or she passed them on to the next person who needed to know. The autocratic style of management had not changed with the takeover and the importance of “keeping everything in writing” was still reinforced at every meeting with senior manager.

- a) Do you consider that writing a report was the best way to communicate to directors in this case? Explain your answer. (3 marks)
- b) Analyse the three (3) causes of communication problems at Windies Lights. (12 marks)
- c) Suggest possible solutions to the internal communication problems at Windies Lights p/c. (5 marks)

QUESTION 5

EXTERNAL COMMUNICATION (15 marks)

Critically examine the social and cultural impact of electronic advertising media used on Zimbabwean audience.

QUESTION 6

NON-VERBAL COMMUNICATION (10 marks)

Explain the following types of non-verbal communication with explicit examples:

- i) Kinesics (2 marks)
- ii) Accoustic semiology (2 marks)
- iii) Paralinguistic (2 marks)
- iv) Graphic presentation (2 marks)
- v) Proxemics (2 marks)

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