



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

INFORMATION TECHNOLOGY

SUBJECT : Business Communication PAPER NO : 317/S06

DURATION : 3 hours

OCTOBER/NOVEMBER 2014 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer ALL questions.

This paper consists of 4 printed pages.

Read the passage below carefully and summarize it in not more than 130 words. Provide a suitable title. (20 marks)

Thailand's most celebrated festival is the Songkran Festival. It starts on 13th April and lasts between three to ten days, depending on where you are in Thailand. The word Songkran is from Sanskrit, meaning the beginning of a new solar year.

The festival begins on 13th April and everyone is awakened at dawn to the sound of fire crackers used to drive away evil spirits. This is the day when everything is scrupulously cleaned from the self, clothes, Buddha images, to houses, shops and streets in preparation for the new year.

14th April is the day between the old year and the New Year. It is customary not to quarrel or use harsh words on one another. The morning is spent shopping and preparing food for the following day, while the afternoon is reserved for visiting a temple in the neighbourhood. It is imperative that they carry a fistful of sand with them to compensate for the dirt that they have carried away from the temple during their visits throughout the year. The sand is then sculpted into stupa-shaped piles.

15th April marks the New Year's Day called Phya Wan. It is a day of great importance. It is customary to visit the temple early in the morning to take food to the monks, as a form of merit making and later in the afternoon to return to place small banners, known as Thung, on the top of the stupas built the day before.

After that, visits to family and relatives are carried out. The gifts during the visit include areca nuts, clove leaves, turmeric water and acacia oil. Family members ask for forgiveness from their respected elders for any wrong doings they may have committed throughout the year and to receive blessings for the year to come. At the end of this ceremony, a little water is sprinkled onto the hands and heads of the old people as a blessing and then quite a lot is thrown at the rest of the family in anticipation of the water wars that are to follow.

Traditionally water should be thrown on 16th April but nowadays it is not unusual for the water to be thrown throughout the whole of the Songkran festival. Armed with high-powdered water pistols, bowls, buckets or anything that will hold waters, revellers gather on the streets to throw water at one another. Even the policemen directing traffic are not spared. Each and every participant is expected to receive the 'blessing' with good humour.

If you want to stay dry and still do not want to miss the fun, you can always view the scene from inside an air-conditioned tourist bus – just remember not open the windows.

To attract tourists, other activities are held in big cities. These include the sand-stupa building contests, local cultural performances and Miss Songkran Beauty Queen Contests. Demonstration of Thai Cooking and handicraft making are also held at well-known hotels in cities like Bangkok.

QUESTION 2

The bank branch manager has asked you as the IT Manager of the bank, to write a report on the e-banking services which the branch provides, difficulties facing customers and to suggest how they could be improved. (20 marks)

QUESTION 3

Identify and explain any five (5) factors which may hinder the flow of information in an organisation and suggest ways to overcome these barriers. (10 marks)

QUESTION 4

Explain any five (5) duties of the Chairman in a meeting. (10 marks)

QUESTION 5

Discuss the social and cultural impact of electronic advertising on the Zimbabwean audience. (10 marks)

QUESTION 6

a) Distinguish the following pairs of words:

- | | | |
|------|-----------------------------|-----------|
| i) | Able and capable | (2 marks) |
| ii) | Another and the other | (2 marks) |
| iii) | Anyway and any way | (2 marks) |
| iv) | At ease and with ease | (2 marks) |
| v) | Altogether and all together | (2 marks) |

b) Write plurals of the following words:

- | | | |
|------|---------|----------|
| i) | Scarf | (1 mark) |
| ii) | Chief | (1 mark) |
| iii) | Zero | (1 mark) |
| iv) | Hero | (1 mark) |
| v) | Stomach | (1 mark) |

QUESTION 7

Write an application letter to Mara Holdings, applying for internship (attachment) during school holidays. (15 marks)

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