



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL DIPLOMA

IN

BUSINESS STUDIES, MANAGEMENT STUDIES SECRETARIAL STUDIES

SUBJECT: Business Communication

PAPER NO: 500/15/S01

DURATION: 3 Hours

NOVEMBER/DECEMBER 2022 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

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

This paper consists of 6 printed pages.

QUESTION 1

SUMMARY – (20 MARKS)

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

An economic recovery that is likely to result from policies pursued by the new political administration in Zimbabwe will likely create “significant opportunities” both in the formal and informal sectors, United States based economic experts believe.

In a joint article for the “Harvard Business Review” a 95-year-old US international Management magazine – Anna Rosenburg and William Attwell, who focus on Sub-Saharan Africa at information and advisory firm Frontier strategy Group (FSG) say multinational companies (MNCs) With an appetite for risk and are willing to invest in Zimbabwe could benefit from first-mover advantages.”

FSG, which is based in Washington DC in the United States, has a broad market of global opinion markers that include audiences of global outlets such as “The New York Times.”

The President of Zimbabwe is clear that he wants to rebuild the economy and start afresh with foreign businesses. This is promising for a market for merely dubbed the “bread basket of Africa”. Said the pair in a jointly written article.

They however conceded that the new administration of President Mnangagwa faced a challenging task after the local economy allegedly halved from \$8 billion in 1997 to \$4.4 billion in 2007.

They said when the reforms that are being pursued by the new administration eventually set in “significant opportunities will emerge across on array of sectors and segments – both formal and informal.”

It is believed that the President first actions in office have given a signal that he is serious about economic reforms.

ED Mnangagwa's first actions in office underscore how important he views economic recovery. Even before announcing his new cabinet, he installed a key reformist, Patrick Chinamasa as the Acting Finance Minister, tasked with tackling corruption and re-engaging with international institutions to unlock funds to ease liquidity shortages,” reads part of the article, which was published on December 28, 2018.

“The President also announced the indigenisation ministry which will be disbanded and the programme scaled back. He has proposed reforms such as tax breaks for mining firms and commercial farmers, aiming to assist export – oriented businesses and earn Zimbabwe much needed hard currency.

“President Mnangagwa is also taking steps to shift the culture in government towards assisting, rather than inhibiting businesses.”

President Mnangagwa took over as the country’s second executive President after Cde Robert Mugabe resigned on November 21, 2018, following a military operation that was meant to pacify a deteriorating political, social and economic environment.

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Most importantly, the analysts shortlist the consumer facing sector, technology and agriculture as areas that have inherent opportunities for growth when the economy begins to recover.

By deliberately boosting the middle class, the envisaged recovery will promote demand, especially for consumer – facing industries, they say.

They said Zimbabwe’s huge talent pool, most of which is working in neighbouring South Africa, provides a resource that can be leveraged to support the country’s economic growth efforts.

They wrote Zimbabwe has one of Africa’s strongest educational systems, and consequently boasts an abundance of high – calibre talent, which means it relatively easy for companies to find locals to run their operations.

For example, Deloitte its Harare office into a Central Africa hub due to the strong talent pool. However, in recent years many high-skilled Zimbabweans have left for neighbouring South Africa.

Given South Africa’s stagnating economy, skilled and experienced Zimbabweans could return home as the political environment stabilises and employment opportunities for them expand with an improving economy.

Fence sitting investors are understood to be increasingly taking up positions as they angle for local assets, which are largely viewed to be cheap and grossly undervalued despite being pegged in US Dollars.

Market Watchers say local investor Mr Shingai Mutasa's recent transaction to consolidate his shareholding in Masawara, which has strategic investments in key sectors of the economy, might be an indication of his favourable view on the future of the economy.

QUESTION 2

REPORT WRITING – (20 MARKS)

The Human Resources Department has observed that absenteeism, sick leave and low morale as well as high rate of staff – turnover are taking their toll amongst the workers in your organisation. The Human Resources Manager has tasked you as the HR Assistant, to investigate and compile a Report to be presented in a schematic format.

Give detailed recommendations to improve the situation.

QUESTION 3

CASE STUDY – 20 MARKS

Damien Watson works as the concierge at the Sheraton Hotel. Each day he greets guests, answers their queries and arranges tours, transport and other activities for the guests while they are staying at the hotel.

Today Damien has come to work with a splitting headache. He knows that he should have stayed at home but he has used up all of his sick leave days. He was hoping that today would be a quiet day because he was not in the mood to deal with too many queries.

As he was resting his head on the front desk, while sitting down, Lisa Smart a guest at the hotel came to his desk. She had heard all about the Melbourne flower show and wanted to know how to get there. After breakfast she went up to the Concierge's desk and asked Damien for his assistance.

Damien was not very attentive to Lisa's request for assistance. His head was pounding away and he wished she would go away. His face showed his annoyance as he gave her a brochure on Melbourne and a map of the city, without uttering a single word.

When Lisa asked him what bus to catch he pointed at a Melbourne Bus timetable. Lisa was very annoyed by Damien's lack of assistance and told him so, as she moved behind the desk to confront him.

During Lisa's outburst Damien picked up a ringing telephone and turned his back on her blocking her entry by placing his chair in front of her. Lisa couldn't believe Damien's attitude and told him that she would take this matter up further with management.

- a) Define Non Verbal communication. (2 marks)
- b) Explain the barrier to communication that led to Damien's lack of attentiveness. (2 marks)
- c) Define the terms listed below and give examples of each term from the case study.
 - i) Kinetics (3 marks)
 - ii) Posture (3 marks)
 - iii) Intrapersonal communication (3 marks)
 - iv) Facial expression (2 marks)
 - v) Proxemics (2 marks)
- d) Provide Damien Watson with three (3) practical guidelines on what he could have done to improve his communication with Lisa. (3 marks)

QUESTION 4

LETTER: (15 MARKS)

Your organization Millenium Marketing was invited by one of your competitors to attend an official opening for their new large state of the art retail shop in the CBD.

AS THE Human Resources officer write a reply to the invitation citing an earlier commitment that will prevent you from attending the ceremony.

QUESTION 5

MEETINGS – (15 MARKS)

Imagine you are the Secretary General, of a leading Marketing Company. Draft a combined Notice and an Agenda for the forthcoming monthly committee meeting of the Sales Manager and his staff. In your Agenda to include at least 3 new items for discussion.

QUESTION 6

ADVERTISING – (10 MARKS)

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

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