



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: 317/13/S06

DURATION: 3 Hours

OCTOBER/NOVEMBER 2016 EXAMINATION

REQUIREMENTS

Answer booklet

INSTRUCTIONS TO CANDIDATE

Answer all questions.

This paper consists of 4 printed pages.

QUESTION 1

Your employer is giving a talk entitled "Running your own Business" at a local club. She is asking you to list down the main points about being your own boss and the misconceptions people have about it from the passage below. Then write a summary in approximately 120 words.

READ THE FOLLOWING PASSAGE

There are many reasons for wanting to be your own boss. Some people like the idea of there being no-one in authority over them, telling them what to do, saying their work is not up to standard, turning down their ideas, or insisting on methods that seem pointless. Others are attracted by the thought of deciding their own hours, or days, or weeks.

Running your own business gives you the status of being self-employed, perhaps also being a company director. There is the general feeling of independence, and what your income and perhaps even your way of life is in your hands. Some are attracted to the idea of starting a small enterprise and making it grow, much as a gardener tends his plot and makes a number of plans come to maturity, each in turn creating further growth.

If you are your own boss, say some people, work is so much more pleasant. You can get someone else to do the less interesting jobs and you are not bogged down in annoying details. Work becomes easier, too, because you can get someone else to do the more difficult tasks.

Many others want to set up a little business of their own to occupy their spare time, and as a pleasant way of earning extra money from work they like doing. These are just a few of the reasons commonly given. Some have good sense behind them; others are based on completely false ideas. Most contain some element of truth which gets magnified out of all proportions and seized upon without it being borne in mind that there are other points to consider as well.

As with so much else in life, running an enterprise of your own entails disadvantages as well as advantages. It is surprising how rarely people stop to consider in real detail just what the drawbacks are, yet this is an essential first step for anyone thinking about whether it is even practicable for him to be his own boss.

An important reason why there is so much glamour about being in charge of your own business is that when you are working for someone else, many of the petty irritations of life, as well as the chore of often having to get down to work that you do not feel like doing at that particular time, become associated with being an employee. There is a feeling that, if only you were your own boss, life would immediately become infinitely pleasurable and free from irksome detail.

This is almost entirely misleading. Many of the little annoyances probably have nothing to do with being an employee: being interrupted when you have at last immersed yourself in some disagreeable task, missing the bus when you are in a hurry, feeling tired or in other ways not really up to working hard at the

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moment and so on. These occur just as much when you are your own master. In fact, they

tend to happen much more often, while at the same time, their effects can be far more upsetting.

There are very real drawbacks to running your own business, though for the right kind of person, immeasurable benefits also. (10 marks)

- b) Explain any five (5) advantages of oral communication. (10 marks)

QUESTION 2

The head of Information Technology has asked you as the lecturer teaching Business Communication to come up with a report stating the reason why students are not performing better in this subject as compared to other subjects. You should also suggest possible solutions. (20 marks)

QUESTION 3

- a) List five (5) skills that can be used to improve listening in business. (5 marks)
- b) As chairperson of the social club you need to convene a meeting with an agenda that includes the following items of special business;
- Renovation of Tennis Court.
 - Miss Andy Sibanda to report back on the painting contract with Duplex Decorators Ltd.
 - Invite to participate in the National Hockey Festival.
 - Organisation of the Annual Dinner Dance.

Draw up i) The Notice of Meeting.

ii) An Agenda for the Meeting. (10 marks)

● QUESTION 4

- a) Discuss the importance of using visual aids when delivering a lecture. Mention five factors. (10 marks)
- b) Outline the meaning of the following terms as used in communication;
- | | |
|---------------------------------|-----------|
| i) Encoding | (1 mark) |
| ii) Decoding | (2 Marks) |
| iii) Channel | (1 mark) |
| iv) Feedback | (1 marks) |
| v) Noise | (2 marks) |
| vi) Interpersonal communication | (2 marks) |

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|---------|---------------------------|-----------|
| • vii) | Communication breakdown | (2 marks) |
| • viii) | Non- verbal communication | (2 marks) |
| • ix) | Horizontal communication | (1 mark) |
| • x) | Grapevine | (1 mark) |

QUESTION 5

You work in the IT Department of the Moon-star Hotel in Bulawayo. When guests “sign out” before they leave they are able to make any comments on their feelings about the hotel and the services they have received. You have to write a report each month for the manager, Ms Dondo on the points raised by the guests;

- The service in the restaurant was not very good. We often had to wait half an hour between courses.
- There aren't enough satellite channels on TV- only two news channels.
- Very helpful staff, very polite.
- We had a lovely holiday – but the service in the restaurant could be quicker.
- It was three days before the broken light in my room was repaired.
- The porter did not carry all my luggage.

✱ Write a schematic report including recommendations. (20 marks)

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