



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

PRINTING

**SUBJECT: Communication & Development
Studies**

PAPER NO: 354/*04

JUNE 2011 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer all questions

This paper consists of 3 printed pages.

PAPER NO: 354/*04 NC COMMUNICATIONS AND DEVELOPMENT STUDIES

QUESTION 1

- a) State the difference between a communication channel and a communication medium. (2 marks)
- b) Name the four essential steps in the communication process. (4 marks)
- c) Identify two factors that governs the size of a commercial printer. (2 marks)

QUESTION 2

- a) State four fundamental rights of a worker with regards to the Labour Relations. (4 marks)
- b) List three bargaining tactics. (3 marks)
- c) Define the term Job Interview. (2 marks)

QUESTION 3

- a) List three factors you need to consider when carrying out a job interview. (3 marks)
- b) Critically examine the functions of the following personnel in printing:-
 - (i) Company layer
 - (ii) Photo lithographer
 - (iii) D.T.P Operator(6 marks)
- c) Give three communication tools that can be used in a printing firm. (3 marks)

QUESTION 4

- a) Name four disadvantages of partnerships. (4 marks)
- b) Examine three strategies you can employ in solving organisational conflicts. (3 marks)
- c) Explain the term effective communication. (1 mark)

QUESTION 5

- a) Distinguish interpersonal and intrapersonal communication. (4 marks)
- b) Differentiate horizontal and diagonal communication. (3 marks)
- c) Describe the following term:-
Grapevine and explain its effects. (5 marks)

QUESTION 6

- a) Explain the following terms:-
(i) Termination of contract
(ii) Arbitration
(iv) Mediation
(v) Conciliation (8 marks)
- b) Describe fully the following terms:-
(i) Rigid packaging
(ii) Flexible packaging
(iii) In-house printers
(iv) Organisational chart (8 marks)
- c) Identify two skills required by a Print Broker in order for him to survive. (2 marks)

QUESTION 7

- a) Distinguish between Memorandum of Association and Articles of Association. (2 marks)
- b) Identify four causes of conflicts in organisations. (4 marks)
- c) "Minds of men are the major sources of Industrial Accidents"
Discuss and evaluate the validity of the statement. (6 marks)

QUESTION 8

- a) List three core activities of the Factory Inspectorate. (3 marks)
- b) Give two grounds for rejection to compensate an employee injured whilst on duty. (2 marks)
- c) Describe the Accident Prevention and Workers' Compensation Scheme. (4 marks)

QUESTION 9

- a) Explain the Hazardous Substances Act. (3 marks)
- b) Define the term Accident. (3 marks)

QUESTION 10

- a) Give two examples of unsafe acts. (2 marks)
- b) State two reasons for accident investigation. (2 marks)
- c) Draw the level of conflict diagram. (4 marks)

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