



ZIMBABWE

MINISTRY OF HIGHER AND TERTIARY EDUCATION

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

INFORMATION TECHNOLOGY

SUBJECT: Business Communication

PAPER NO: 317/S06

OCTOBER/NOVEMBER 2012 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

Answer ALL questions.

This paper consists of 5 printed pages.

QUESTION 1

- a) Describe the term non-verbal communication. (2 marks)
- b) "Non-verbal communication plays a very important role in interpersonal communication." Justify. (5 marks)
- c) Discuss the approaches of different cultures to:
- Distance between people
 - Eye contact
 - Time
 - Touching

How do these offset communication in organisations? (8 marks)

- d) Give examples to illustrate definitions of the following terms:

- i) Selective perception
- ii) Frame of reference
- iii) Stereotyping
- iv) Dyadic communication

(8 marks)

QUESTION 2

Read the passage below and summarise in not more than 90 words the key differences between culture and climate in organisations. Provide a suitable title for the passage. (20 marks)

The culture in an organisation refers to the pattern of basic assumptions and beliefs, attitudes and values that a group has built. The group builds these up as it learns to cope with its problems of working as a group and adapting to the business environment. These assumptions, beliefs and values have worked well enough to be considered valid. People therefore feel that this is the correct way to perceive, think and feel in relation to their problems.

These assumptions, beliefs, attitudes and values evolve slowly over time. They have become so internalised by members that they are no longer aware of them. These assumptions, beliefs, attitudes and values become part of the collective mind of an organisation.

People within specific organisational culture will share a set of symbolic codes, for example, a language or non-verbal behaviour. The culture becomes a conceptual framework within which an organisation works. A culture develops slowly over time. It is created by dominant founding members. As people join the organisation, they gradually learn the culture until it becomes part of them. Organisations tend to employ people who already hold some of the key beliefs.

The collective mind of an organisation.

- Culture refers to beliefs, attitudes and values that a group has built.*
- In an organisation, culture is built up as the group learns to cope with its problems of working as a group.*
- Culture evolves slowly over time and has a great impact on behaviour.*

43

38

73

S6

86

A culture develops slowly and is hard to describe. The climate in an organisation, on the other hand, changes quickly and is easier to describe. The climate described the present trend of opinions, attitudes or feelings in an organisation. A climate changes quite quickly as the environment changes.

Different parts of an organisation may have different climates because they work under different conditions. The following will bring about changes in climate:

- Styles of management
- Pressure of work
- Available resources

The climate in group may change fairly rapidly from a supportive and positive one to a defensive and negative one. Managers and staff therefore need to be constantly sensitive to the climate in the group section.

(Extracted from Effective Organisational Communication by Michael Fielding)

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5/5/2019

QUESTION 3

The managing director of your organisation has given the National Blood Transfusion Services (NBTS) permission to come and collect blood.

Write a notice for your staff to be placed on the company notice board, informing staff where and when the occasion is to take place.

Advise your staff on the importance of donating blood.

(10 marks)

QUESTION 4

Imagine you are the Director at your company.

Write a letter to your local town clerk complaining about poor municipal services, particularly rubbish collection and street sweeping.

Keep in mind that you wish to get action. Style and tone should be appropriate.

(20 marks)

QUESTION 5

Select the correct verb or pronoun from the pairs in brackets.

- a) The committee adds these words to (their/there) agenda. (1 mark)
- b) A paper and pen (is/are) all that you need. (1 mark)
- c) A screen, a keyboard and some floppy disks (is/are) all that you need to start. (1 mark)

Form nouns from the following words:

- * d) Connect (1 mark)
- * e) Dissatisfied (1 mark)
- * f) Confident (1 mark)

Fill in the correct preposition

- g) all he has done for you, I think he has treated you badly. (1 mark)
- h) They made a rush the exit. (1 mark)
- i) The accident was the negligence of the signal man. (1 mark)
- * j) I do not want a person like that a neighbour. (1 mark)

Notice is hereby given ⁴ that the National Blood Transfusion Services will come to our company to appeal for blood donations on the 13th of November 2010.

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Give one word for the following phrases:

- k) A number of sheep (1 mark)
- l) A number of ships (1 mark)
- m) Birds flying together (1 mark)
- n) Sharks swimming together (1 mark)
- o) Books heaped together (1 mark)

QUESTION 6

Temple Holdings, of 15 Temple Street, Gweru, has recently appointed a new Office Manager, - Miss Praise Basa – who will replace Mrs Zodwa Bhebhe who is retiring.

Draft an invite to one of your customers (make up details) to a reception to mark Mrs Bhebhe's retirement and to introduce Miss Basa to them.

It is to be held on 27 December at 1800 hours at the Fair View Hotel, Gweru and replies confirming attendance to be received by 15 December.
(12 marks)

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