



ZIMBABWE

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

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

**FOOD AND BEVERAGE SERVICE, PROFESSIONAL COOKERY, TOURISM
AND HOSPITALITY MANAGEMENT**

SUBJECT: Language and Communication

PAPER NO: 333/18/S11A

DURATION: 3 Hours

MARCH/APRIL 2023 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer ALL questions.**
- 2. Start each question on a fresh page.**

This paper consists of 3 printed pages.

QUESTION 1

- (a) Give the passage below a suitable title. (2 marks)

Summarise the passage in not more than 120 words. (18 marks)

Canadean Custom Solutions recently conducted a survey in the UK which found that chocolate brands are the most popular fan pages among the fast moving consumer goods.

However, it also found that most Facebook fan pages were having little impact on influencing consumer shopping habits.

Michael Haghes, research manager at Canadean Custom Solutions said that many “likes” on Facebook will not necessarily increase sales.

“Whilst a good Facebook fan page can give a brand cool credentials, it is unfortunate for manufacturers that it will not necessarily influence buying behaviour or drive sales.”

Canadean found that most consumers will like a brand to demonstrate to friends their outlook on life, but will likely never visit the page again after liking it.

A recent study by Murali and Yong in the journal of Consumer Research said that companies trying to influence consumers to promote brands to their peers were doomed to failure.

“Peer-to-peer marketing and consumer empowerment may not be compatible. Empowered consumers resist social influence by either discounting the opinions of others or deliberately expressing opinions that diverge from those of other consumers”, said the authors.

The research found that people tend to deliberately express opposing views and will rebel against attempts to influence them.

“Many companies have embraced the concept of consumer empowerment. However, they should consider whether attempts at integrating social influence (word of mouth marketing, social network marketing, buzz marketing) might backfire with empowered consumers,” said the researchers.

Adapted from: Confectionery news.com/ article/ 2013/08/08/
confectionery-on-social-media.
Accessed on 03/11/21

QUESTION 2

Clearly distinguish between hearing and listening and assess each's contribution to effective communication. (20 marks)

QUESTION 3

Outline the advantages and disadvantages of non-verbal communication. (20 marks)

QUESTION 4

Identify four (4) barriers to communication and ways to overcome the barriers. (20 marks)

QUESTION 5

- (a) Briefly advise a co-worker on tips for effective speech delivery. (10 marks)
- (b) With reference to the elements of the communication process, outline the similarities between oral and written communication. (10 marks)

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