

QP CODE 2115511101

Reg.No

--	--	--	--	--	--	--	--	--	--



# DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2023

Semester: I 551/552/252LA11/351SE30 BUSINESS COMMUNICATION

Time: 3:00 Hours

Max. Marks: 100

Answer any FIVE Questions (5 x 20 = 100 Marks)

1. a) List and explain any three categories of audience. (6 Marks)  
b) Discuss the five different styles of referencing. (10 Marks)  
d) Write any two elements used in referencing. (4 Marks)
2. a) Explain the three stages to be considered for Meetings to be conducted. (8 Marks)  
b) Analyze the different types of meetings that organization leaders put together. (12 Marks)
3. a) Elaborate the key steps followed in problem solving process. (10 Marks)  
b) Discuss the Essential graph features. (10 Marks)
4. a) Analyze any five types of resume. (10 Marks)  
b) Discuss some items to be included in a portfolio. (10 Marks)
5. a) Write a short note on table manners and special foods. (5 Marks)  
b) Briefly explain the importance of buffets and cocktail in the business world. (5 Marks)  
c) Describe what winning etiquettes involve. (5 Marks)  
d) Describe how gifting in business can build your relationship? (5 Marks)
6. a) Write a detailed note explanation of any type of Interview. (10 Marks)  
b) Discuss the general formula used to write a letter of recommendation that is both professional and effective. (10 Marks)
7. a) Describe the formats of minuets. (10 Marks)  
b) Give details on how one Prepares for Group Discussion? (10 Marks)