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DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2024

Semester: I

551/552/252 LA 11 BUSINESS COMMUNICATION

Time: 3:00 Hours

Max. Marks: 100

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

1. a) Communication can be passed on unconsciously. Explain five (5) ways communication is passed on from one person to another non- verbally. Give examples. **(10 Marks)**
b) Briefly discuss diagonal communication. **(10 Marks)**
2. a) List any five (5) examples of official forms of communication in business organizations. **(10 Marks)**
b) Briefly comment on the following receiver-oriented barriers:**(10 Marks)**
 - (i) Poor retention
 - (ii) Inattentive listening
 - (iii) Tendency to evaluate
 - (iv) Interest
 - (v) Attitude
3. a) Explain the meaning of ‘The Circular goes to the people and the people go to the Notice’. **(10 Marks)**
b) In formal written communication, sometimes, points are listed. Explain the essence of listing points. **(10 Marks)**
4. a) Discuss why communication said to be “Goal-Oriented”? **(10 Marks)**
b) Discuss types of body language how they can affect communication. **(10 Marks)**
5. a) Silence is said to be some form of communication. Explain why this is so? **(6 Marks)**
b) What factors determines the mode of communication to use? **(4 Marks)**
c) How does context determine the language to use? **(10 Marks)**

6. a) Discuss at least five (5) table manners for participants at meetings. **(10 Marks)**
- b) Briefly discuss the following forms of communication used in organizations: **(10 Marks)**
- (i) Informal communication
 - (ii) Adhoc meeting
 - (iii) Under-communication
 - (iv) Urgent meeting
 - (v) Internal communication.
7. a) Explain public speaking. **(4 Marks)**
- b) What is jargon? **(4 Marks)**
- c) What kind of preparation should one make for public speaking? **(12 Marks)**