

QP CODE 20335713101

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# DMI-ST. EUGENE UNIVERSITY

ZAMBIA

DEGREE EXAMINATION – JUNE 2024

357 LA 31 BUSINESS COMMUNICATION

Semester: III

Time: 3:00 Hours

Max. Marks: 100

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

1. a) Define the process of exchanging, feelings and opinions in business. **(4 Marks)**  
b) Compare and contrast Verbal and non-verbal communication. **(6 Marks)**  
c) Discuss the role of non-verbal cues in oral communication. **(10 Marks)**
2. a) What is a barrier in communication? **(5 Marks)**  
b) Discuss five (5) barriers to communication. **(5 Marks)**  
c) Briefly discuss the 7Cs of communication. **(10 Marks)**
3. a) With good examples, clearly discuss the: Formal communication. **(10 Marks)**  
b) With good examples, clearly discuss the: Informal communication. **(10 Marks)**
4. a) Describe the spoken communication. **(10 Marks)**  
b) Describe the communication by words whether written or spoken. **(2 Marks)**  
c) Discuss any four (4) advantages of written communication. **(8 Marks)**
5. a) You are the captain of the DMI elite football team. The sports officer has observed that of late, the team members have irregularly attended training sessions. This may have been the reason the team lost the last two games to another team. He has asked you to investigate this matter and write a report. **(10 Marks)**  
b) The sports officer has requested for a meeting with all team members in (a) above. Write a notice to inform team members about the planned meeting to be held in the auditorium on 9<sup>th</sup> June 2024 at 14:00 hours. **(10 Marks)**
6. a) Public speaking is not merely talking. Discuss. **(10 Marks)**

- b) Visual, Vocal and Verbal cues are three (3) pillars of public speaking. Briefly discuss their role. **(10 Marks)**
- 7. a) Give any three (3) examples of meetings called in organizations. **(6 Marks)**
- b) Discuss the essence of meetings in organizations. **(10 Marks)**
- c) Discuss any two (2) official ways participants can be made aware about any meeting to be held. **(4 Marks)**