



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN
PUBLIC ADMINISTRATION**

BUSINESS COMMUNICATION

HPAD 123

PART 1 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: FEBRUARY 2023

Time: 3 Hours

INSTRUCTIONS

1. This paper has *six (6)* questions
2. Answer question *one (1)* and *any* other *three (3)*
3. Each question carries *25 marks*
4. Start each question on a new page

1. Discuss how business communication may enhance the effective operation of any organization of your choice. (25 Marks)
2. With the aid of relevant examples, examine the importance of carefully choosing appropriate media in achieving effective communication. (25 Marks)
3. (i) Explain the meaning of 'barriers to communication. (10 Marks)
(ii) Using practical examples, examine the strategies you may use to eliminate any five barriers to effective communication of your choice. (15 Marks)
4. Discuss the role of the 7Cs of communication in enhancing effective operations of any organization of your choice. (25 Marks)
5. Assess the nature and scope of the communication process. (25 marks)
6. Examine how non-verbal communication may be used to convey important messages in an organization of your choice. (25 Marks)

End of Paper