



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

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

**BUSINESS COMMUNICATION**

**HPAD 123**

**PART 1 SEMESTER 1 EXAMINATION**

**TOTAL MARKS [100]**

**DATE: JULY 2022**

**TIME: 3 HOURS**

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**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. "Communication is the life blood of any organization". Based on this assertion, discuss the importance of communication in any organization of your choice. (25)
2. You are the Managing Director for OK Zimbabwe. You intend to introduce a new logging system at all your branches for all employees in a bid to improve on efficiency and effectiveness. Write a Memorandum to all employees informing them of the new logging system and explain its benefits to them. (25)
3. Discuss the various ICT tools that can be used in a business, clearly expressing their importance and challenges. (25)
4. (a) Using examples, examine any five barriers to effective communication found in an organization and explain how they can be addressed. (25)
5. Using an organization of your choice, examine the importance of 7Cs in business communication. (25)
6. Analyse the significance of non-verbal communication in a business organisation of your choice. (25)

***End of Paper***