



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**Bachelor of Commerce Honours Degree in Logistics and Supply Chain  
Management**

**Business Communication**

**HLSM 113**

**Part 1 Semester 1 Examination**

**Total Marks [100]**

**Date: January 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. Discuss the following communication barriers in an organization of your choice and suggest ways to overcome the effects:
  - a) Physical or environmental barriers (7)
  - b) Psychological barriers (6)
  - c) Language or Semantic barriers (6)
  - d) Cross-cultural barriers (6)
2. Improving your internal communication has a domino effect on your employees' motivation and productivity'. Discuss the above assertion citing relevant examples. (25)
3. Discuss with illustrations the importance of the 7Cs in effective business communication. (25)
4. 'Electronic Communication has negative and positive effects to service delivery in organisations'. Examine this assertion with illustrations. (25)
5. Explain **any two** models of communication with illustrations. (25)
6. Evaluate the channels and objectives of Communication citing relevant examples (25)

*End of Paper*