



REFORMED CHURCH UNIVERSITY

FACULTY OF COMMERCE

**BACHELOR OF COMMERCE HONOURS DEGREE IN HUMAN
RESOURCES, INDUSTRIAL AND LABOUR RELATIONS
MANAGEMENT**

BUSINESS COMMUNICATION

HHRM 124

PART 1 SEMESTER 1 EXAMINATION

TOTAL MARKS [100]

DATE: DECEMBER 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. The inclusion of Business communication in your degree program was a waste of time. Discuss (25 marks)
2. Analyse oral and written communication and explain the suitability of each in different scenarios clearly spelling out the merits and demerits of each. (25 marks)
3. On each of the following channels of communication discuss the barriers to effective communication showing how they could be eliminated or overcome.
 - (a) Downward communication (8 marks)
 - (b) Upward communication (8 marks)
 - (c) Lateral or horizontal communication (9 marks)
4. Explain any four strategies a student can employ in order to avoid plagiarism in academic writing (25 marks)
5. Social media has brought so many bad things in business communication than good. Examine this statement (25 marks)
6. Examine the role of social media in promoting effective communication in today's world of business (25 marks)

END OF PAPER