



**REFORMED CHURCH UNIVERSITY**

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**FACULTY OF COMMERCE**

**BACHELOR OF COMMERCE HONOURS DEGREE IN MARKETING**

**BUSINESS COMMUNICATION**

**HMKT 105**

**PART 1 SEMESTER 1**

**Total Marks [100]**

**DATE: APRIL 2024**

**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. 'The primary element in the skills of management is competence in communication'. Discuss this assertion with relevant examples. (25 marks).
2. A number of organisations have lost valuable business due to inappropriate handling of telephone calls. Using specific examples, explain the appropriate ways of handling telephone calls. (25marks)
3. Examine the role of social media in promoting effective communication in today's world of business. (25marks)
4. Using specific examples of a communication situation of your choice, explain how one may effectively communicate using the 7 Cs of Communication. (25 marks.)
5. Explain any 5 types of oral communication citing relevant examples (25 marks)
6. Giving relevant examples, examine any five expressions of non-verbal communication. (25marks)

**END OF PAPER**