UNIVERSITY OF KWAZULU-NATAL: PIETERMARITZBURG
SCHOOL OF MANAGEMENT

EXAMINATIONS: MAY/JUNE 2011

COURSE AND CODE: COMMUNICATION IN BUSINESS 101 (BBAP1CBP1)

INFORMATION & INSTRUCTIONS:

DURATION: THREE (3) HOURS

TOTAL MARKS: 100

INTERNAL EXAMINER : MRS E DERERA

EXTERNAL EXAMINER: DR CR HUNTER

NB:
STUDENTS ARE REQUESTED IN THEIR OWN INTEREST TO WRITE LEGIBLY AND IN INK.

➢ SECTION A: ANSWER ALL QUESTIONS
➢ SECTION B: ANSWER ALL QUESTIONS

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES. PLEASE ENSURE THAT YOU HAVE THEM ALL.
SECTION A  

(50 MARKS)

ANSWER ALL OF THE FOLLOWING QUESTIONS

QUESTION 1  

(5 Marks)

Communication is a transaction whereby participants together create meaning through the exchange of symbols (Fielding, 2004:4). With reference to the underlined sections, discuss this definition in detail.

QUESTION 2  

(10 Marks)

Identify and briefly explain ten (10) barriers to intercultural communication.

QUESTION 3  

(5 Marks)

The duties of the chairperson involves more than running a meeting. Explain this statement.

QUESTION 4  

(15 Marks)

a. List 3 disadvantages of working in a small group

b. Describe the four stages of small group formation

QUESTION 5  

(15 Marks)

Define the following terms that are used during negotiation:

a. Target
b. Resistance point
c. Potential settlement range (you may use an example to illustrate the term)
d. Low – response style
e. Negotiation
SECTION B

(50 MARKS)

ANSWER ALL OF THE FOLLOWING QUESTIONS

QUESTION 6

(25 Marks)

a) Define the term leadership and describe the four leadership styles. (20)

b) Which leadership style do you prefer? Why? (5)

QUESTION 7

(25 Marks)

Describe the following sections of a business report.

a. Title page (4)

b. Terms of reference (3)

c. Executive summary (5)

d. Procedure / Methodology (4)

e. Findings (3)

f. Conclusion (3)

g. Recommendations (3)