

**UNIVERSITY OF FORT HARE  
EAST LONDON CAMPUS**

**CMP 311E**

**FIRST SEMESTER EXAMINATION  
JUNE 2023**

**Time: 2 HOURS**

**Marks: 100**

**There are THREE pages including the cover page.**

**CMP 311E**

**INTERNAL EXAMINER:**

**Dr Tania Goremusandu**

**EXTERNAL EXAMINER:**

**Dr Jean Rossmann**

**Instructions**

**Answer all questions in the answer booklet provided.**

### **Question 1: Reports, Tables & Graphs**

1.1 Briefly explain what the following sections of a business report outline:

1.1.1 Letter of transmittal. (5)

1.1.2 Summary. (5)

1.2 Create a closed, formal table using the following information: (10)

Textbook Publishers Sales:

Law Textbooks: June- 250, July- 200, August- 270

Psychology Textbooks: June- 325, July- 250, August 400

Education Textbooks: June- 170, July- 150, August- 270

Agriculture Textbooks: June- 100, July- 75, August- 120

### **Question 2: Letters & Group Dynamics**

2.1 Explain the FIVE C's to consider when you are constructing a message. (10)

2.2 Discuss the FIVE responsibilities required by a leader in order for them to successfully lead their group. (5)

### **Question 3: Oral Communication & Public-Speaking Delivery**

3.1 Preparation is very important when creating a speech. Discuss speech preparation under the following headings:

3.1.1 What FOUR factors are important to identify before writing a speech? (8)

3.1.2 Disturbances in speech presentation. (4)

3.1.3 Creating interesting introductions. (6)

3.2 Discuss ways one could adjust their VOICE and BODY LANGUAGE when presenting a speech. (10)

**Question 4: Visual Aids**

4.1 Scenario: You have been asked to present a speech to a group of 150 matric learners about your experiences at the University of Fort Hare.

4.1.1 What visual aid would be the most effective? (2)

4.1.2 Provide ONE advantage and ONE disadvantage for this visual aid. (2)

4.1.3 How would you overcome the disadvantage? (2)

**Question 5: Language Awareness**

5.1 Explain ethnocentrism and discuss how it can be avoided in the workplace. (5)

5.2 Discuss THREE culturally distinctive patterns of behavior that are important for successful business communication. (9)

5.3 Discuss how one should be aware of language in the workplace with regards to gender under the following headings:

5.3.1 Avoiding generics. (3)

5.3.2 Representing women equally. (3)

5.3.3 Avoiding biased or stereotyped terms. (3)

**Question 6: Interviews**

6. Discuss the FOUR STAGES of the interview process. (8)

**TOTAL: 100 MARKS**

**\*\*ALL BEST\*\***