

UNIVERSITY OF FORT HARE
CMA111: BUSINESS COMMUNICATION
MAIN EXAMINATION
JUNE 2023

Time: 3 Hours
Subject: Communication
Paper: Business Communication
Marks: 100

This paper consists of 2 pages including the cover page

Internal Examiners
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External Examiners

Instruction

Answer question ONE and any TWO (2) other questions.

QUESTION 1**[40 Marks]**

It is your responsibility as the communications officer for the Friends of Fort Hare Association (FoFHA) to plan, organize, and help see through the up-coming extra ordinary general Assembly meeting of the association. The association is planning a massive event to commemorate the university turning 108 years old this coming September.

- (a) Write out a formal notice inviting the general assembly to attend this meeting. (10)
- (b) Write out the agenda (with at least 3 fixed and 3 particular items) that would accompany the notice above. (10)
- (c) List 5 types of information you shall include in the minutes you shall be taking during this meeting. (5)
- (d) Write a letter to FoFHA's founding Chairperson (Mr. Goodluck Zwide who is now on retirement and living in Australia), inviting him to be the guest of honour, and to deliver the keynote address at your upcoming function celebrating the organization's forty years of existence. (15)

QUESTION 2**[30 Marks]**

Apart from the divide that exist between collectivist and individualistic cultures, identify and discuss the range of other intercultural communication barriers you would encounter at any given place of work, and suggest possible ways to navigate these barriers. (30)

QUESTION 3**[30 Marks]**

The ultimate value of a business report is judged largely by the appropriateness and reliability of the information in it. However, the process of writing the report, and the structure it would take are fundamentally as important and must equally be mastered by the report writer.

With the above assertion in mind, demonstrate and explain in as much detail as possible the main sections of an evaluative report you would write at work. (30)

QUESTION 4

- (a) Using examples from around the world, and from around you, discuss the main differences between societies with high context communication cultures and those with low context communication cultures. (15)
- (b) Distinguish between an organizational culture and organizational the climate. (15)