

# **BINDURA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

## **DEPARTMENT OF LANGUAGES AND COMMUNICATION SKILLS**

### **FINAL EXAMINATION**

#### **PC 508: COMMUNICATION SKILLS FOR TERTIARY EDUCATION**

**DURATION: THREE (3) HOURS**

**2 - JUL 2022**

#### **INSTRUCTIONS TO CANDIDATES:**

- Answer any THREE (3) questions. Each question is worth 25 marks.
- Errors in grammar, punctuation and spelling will be penalised.
- Credit will be given for clear, well organised and coherent responses.

1. There has been a fatality at your company due to an accident involving a worker of 6 years' experience with the enterprise. The media has been awash with this incident. The audience is a mixed audience of media, enterprise specialists, middle managers and consumers of your company products. You have been asked to represent the Senior Brand Manager (Mr Caleb Chikafa) of your company at a media event to make a case for the brand. Structure the presentation and develop the Senior Brand Manager's statement. Justify factual inclusions or exclusions and the choice of tone and texture of the presentation. **[25 Marks]**
2. Describe five interpersonal communication contexts that are affected by either internal or external environmental factors. Suggest briefly, how in these cases, strategic management styles plays a role. **[25 Marks]**
3. Discuss the concept of stereotyping. What is the use value of an understanding of this concept in any three sectors of the economy inclusive of your particular sector **[25 Marks]**
4. 'Everyone should have a reading strategy, whether there is SQR3 or not'. (Anonymous). Discuss this assertion in light of your reading. **[25 Marks]**
5. To what extent and in what ways is the representation of gender communicated through the lens of your discipline? Examine this view and show how any negative implications could be managed. Provide evidence for your arguments. **[25 Marks]**

**END OF QUESTION PAPER**