



DEGREE
July-December

Sessional Examination
CA 211 –Communication For Academic Purpose

BOTSWANA OPEN UNIVERSITY
**BACHELOR OF COMMERCE (HUMAN RESOURCE MANAGEMENT &
INDUSTRIAL RELATIONS)**

BACHELOR OF BUSINESS AND ENTREPRENEURSHIP

**BACHELOR OF BUSINESS ADMINISTRATION (LEADERSHIP AND CHANGE
MANAGEMENT)**

CA 211

COMMUNICATION FOR ACADEMIC PURPOSE

SESSIONAL EXAMINATION

Marks – 100

TIME ALLOWED: 3 HOURS

Instructions to candidates:

1. The examination consists of **FOUR** sections: A, B, C, and D.
2. Begin each answer on a new page.
3. Answer **ALL** questions according to instructions given in each section.
4. Write answers in the answer booklet provided.
5. Write in grammatical English.



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SECTION A- MULTIPLE CHOICE QUESTIONS

[10 MARKS]

Answer All Questions. Each Question Carries One (1) Mark.

Choose the best answer from the given alternatives.

1. When sending business e-mail, or memo, or letter, or fax messages, all the messages must have the following three components except _____.
 - A. Opening (or introduction).
 - B. Body (containing the message).
 - C. Closing (summary of actions).
 - D. Attachment (supplement).

2. Which of the following will **NOT** be considered to be a purpose of Communication?
 - A. To confuse those around you.
 - B. To initiate some action.
 - C. To promote product, service, or organisation
 - D. To impart information, ideals attitudes, beliefs or feelings.

3. Which of the following is an element of communication?
 - A. Pen.
 - B. Book.
 - C. Encoding.
 - D. Pencil.



4. Communication is considered to be a process because _____.
- A. It involves a series of actions that has no beginning or end and is constantly changing.
 - B. Sender is a source or person encoding a message and sending it to a receiver
 - C. It is a coherent set of symbols and rules that you use to structure a message.
 - D. It involves unique actions that has beginning or end and is constantly changing.
5. _____ Is anything that distracts and distorts communication with audible sound.
- A. External noise.
 - B. Internal noise.
 - C. Low noise.
 - D. All of the above.
6. _____ is the process of understanding information within oneself.
- A. Interpersonal communication.
 - B. Intrapersonal communication.
 - C. Small group communication.
 - D. Public communication.
7. What is the name of a document that notifies people about the meeting and it contains the items to be discussed?
- A. Journal.



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- B. Any other business.
 - C. Action item.
 - D. Agenda.
8. Which of the following statement clearly describes an acknowledgement letter?
- A. An apology letter written to show failure in delivering the desired result.
 - B. A letter written to appreciate someone's work in the organisation.
 - C. A letter written to inquire about a product or service.
 - D. A letter written when one wants to acknowledge someone for his or her help or support when one was in trouble.
9. Horizontal Communication is defined as _____?
- A. Where decisions are made at top level and then flow down to people who carry them.
 - B. Where decisions are made at all levels and then do not arrive at other levels.
 - C. Where communication occurs between people of same status or level.
 - D. Where communication is directed upward to managers or supervisors.
10. Which statement best describes downward communication?
- A. Where communication is directed upward to managers or supervisors using memos, reports, meetings and informal discussions.
 - B. Where communication occurs between people of the same status or level.
 - C. Where people at the top disregard juniors.
 - D. Where decisions are made at the top level and then flow down to the people who carry them.



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SECTION B -TRUE /FALSE QUESTIONS

[15 MARKS]

Answer All Questions. Each Question Carries One (1) Mark

1. Decoding is one of the elements of communication.
2. Communication does not happen in a context.
3. Physiological barriers are barriers that result from the state of condition of the body.
4. Letters, memos, proposals and reports are all examples of verbal communication.
5. Needs assessment report represents, analyses, and presents lessons learnt from a specific case or example.
6. The communicator does not have to identify and understand the reasons for poor communication in order to communicate effectively.
7. Interpersonal communication is the process of understanding information within oneself.
8. The voice is NOT one of the commonly used methods of voting.
9. The effectiveness of written communication will depend on the style of writing and also on the clarity and precision of the language.
10. Formal communication includes all the instances when communication has to take place in a formal manner.
11. A timekeeper makes sure the meeting keeps within time limits.
12. When someone has listening skills, they do not need to have expressive skills.
13. Lack of effective communication skills may lead to misunderstandings.
14. An electronic mail saves paper.
15. Feedback is the process of communication from the receiver to the source in relation to the initial message sent by the source.



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SECTION C - SHORT ANSWER QUESTIONS

[25 Marks]

Answer all questions from this section

1. Briefly outline the five (5) phases that are required when preparing for a formal presentation. **(5 marks)**

2. With the aid of examples outline the five (5) types of informal meetings. **(5 marks)**

3. Define the following terms, give practical examples to support your answer **(2x 5 marks)**
 - i. Formal reports.

 - ii. Informal reports.

 - iii. Regular and routine reports.

 - iv. Occasional reports.

 - v. Specially commissioned reports.

4. Name five (5) critical elements found in the minutes of the meeting **(5 marks)**



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SECTION D -ESSAY-TYPE QUESTIONS

[50 MARKS]

Answer any two questions from this section

Q₂

Question 1

(25 Marks)

Read the following extract and then answer the questions below.

You were recently promoted to a new department and realised that in order to improve performance with the new team, communication should be prioritised. However, during the first departmental meeting you are expected to train staff on the importance and functions of communication.

- a) Briefly outline five (5) purposes of communication that can benefit the team.

(5 marks)

An Employee Satisfaction Survey was conducted at Botswana Open University and the findings revealed that there is a discrepancy between the executive management and the lower level of staff. For that reason staff members are disgruntled and spiteful due to lack of proper communication and consultation; this has resulted in lower morale and poor students results. In pursuit to restore trust and better communication, the newly appointed vice chancellor has engaged a consultant to educate all staff members about the importance and types of communications to help ease the tension between staff.

- b) With the aid of examples, critically analyse the four types of communications and explain how they can assist the university to achieve its goals

(20 marks)



Question 2

(25 Marks)

Read the following extract and answer the questions that follow.

You have just been appointed Head of Strategy for a manufacturing company. At your first management meeting, you realise that employees are frustrated to attend the meeting because they do not see the necessity and value in attending such meetings. As the team leader you are challenged by this and you believe there is a need to act swiftly to change the perception.

- a) Discuss at least three (3) requirements for a meeting to be valid, support your answer with practical examples **(15 marks)**
- b) Outline five requirements necessary for holding a democratic meeting **(5 marks)**
- c) List and explain five (5) roles or responsibilities of three essential office-bears in this meeting **(5 marks)**



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Question 3

(25 Marks)

Read the following extract and answer the questions that follow.

a) Local Enterprise Authority (LEA) has engaged you as an expert to teach its employees about effective communication and how to keep communication routes open. In order to achieve this you have been tasked to prepare your lecture based on Downward Communication, Upward Communication, Horizontal Communication, Internal Communication, and Informal Internal Communication. Briefly discuss these in order to show Local Enterprise Authority (LEA) how it can improve its communication strategy around these five concepts. **(15 marks)**

b) Local Enterprise Authority (LEA) has realised that almost all of their beneficiaries do not have e-mails, hence negatively affected business growth and led to, disgruntled stakeholders i.e. customers and suppliers. You have been approached to create e-mail accounts for customers and suppliers of LEA.

i. Before creating e-mail accounts explain to the customers and suppliers what an email is.

(2 marks)

ii. Briefly discuss four (4) advantages and four (4) disadvantages of an email as a tool of communication.

(8 marks)

END OF EXAMINATION