



**CENTER FOR UNIVERSITY WIDE MODULES**  
**BUSINESS COMMUNICATION –BAC1106**

Final Examination Paper

April 2025 Session

Time Allowed: 3 hours

Total Marks: 100

Examiners: Dr. L. Makwati, Mr. C. Tendaupenyu

**INSTRUCTIONS**

1. This exam paper consists of **seven [7]** questions. Answer **four [4]** questions. Section A is **compulsory**, in addition, you are expected to answer **3** questions from Section B and Section C. Either **two** questions from Section B and **one** from section C or vice-versa.
2. Each question carries **25 marks**.
3. Where a question contains subdivisions, the mark value of each subdivision is shown in brackets.
4. Use clear and concise language, with proper grammar and punctuation.
5. Leaving a question blank is an automatic zero. Make an attempt!
6. Your handwriting must be legible. If the examiner cannot read your writing, you will lose marks.
7. Ensure that your answers demonstrate critical thinking and reasoning skills.
8. Ensure that your answers are well-organized and follow a logical structure.
9. Do not communicate with other students or use unauthorized materials during this exam.

Additional requirements: **None**

## **SECTION A - COMPULSORY**

- 1) Analyze the consequences of plagiarism in academia and its impact on students' academic careers. **[15 marks]**
  - b) What preventive measures can institutions implement? **[10 marks]**

## **SECTION B – Refer to instruction number 1**

- 2) Examine the role of skimming and scanning in academic reading comprehension. When should each technique be employed? **[25 marks]**
- 3) With examples, analyze the significance of understanding academic keywords when responding to essay prompts. **[25 marks]**
- 4) Identify common barriers to effective communication in multicultural settings. Propose solutions to overcome these barriers. **[25 marks]**

## **SECTION C – Refer to instruction number 1**

- 5) What specific guidelines should universities implement to ensure students and faculty transparently disclose their use of AI in academic work, and what consequences should be enforced for non-compliance. **[25 marks]**
- 6) Write a job application letter for a specific position using best practices in professional writing. **[25 marks]**
- 7) Briefly assess how recognizing fact versus opinion impacts critical reading skills in academic environments. **[10 marks]**
  - b) Analyze the differences between formal, semi-formal, and informal email writing styles with examples from various professional contexts. **[15 marks]**

**THE END**