

UNIVERSITY OF ESWATINI
DEPARTMENT OF ADULT EDUCATION
DIPLOMA IN ADULT EDUCATION YEAR 11
MAIN EXAMINATION PAPER – DECEMBER, 2018

**TITLE OF PAPER : BUSINESS COMMUNICATION IN
ADULT EDUCATION**

COURSE CODE : AED211

TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS : ANSWER ANY FOUR QUESTIONS

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS
BEEN GRANTED BY THE INVIGILATOR**

ANSWER ANY FOUR (4) QUESTIONS

QUESTION 1

Business communication has features/characteristics that enable one to distinguish it from other communication types. Identify and discuss at least five (5) of these features/characteristics.

[25 marks]

QUESTION 2

DeVito (2000) indicated that there are five (5) stages in the listening process. Using appropriate examples to illustrate your answer, Identify and discuss these stages.

[25 marks]

QUESTION 3

- a) Explain non-verbal communication. (5)
- b) Proxemics is one type of nonverbal communication. Identify and explain the forms of proxemics indicating the situations in which each form can be used during communication. (20)

[25 marks]

QUESTION 4

- a) Identify and explain the three (3) types of reports you have learnt in your course. (15)
- b) In business, a report and a proposal are important documents and their differences are subtle but worth noting. Show at least five (5) differences between a report and a proposal in business. (10)

[25 marks]

QUESTION 5

- a) Explain at least five (5) functions of social media. For each function, make one example of a social media network that can be used. (15)
- b) Social media offers a variety of opportunities for businesses. Describe at least five (5) points showing how businesses can use social media. (10)

[25 marks]

QUESTION 6

- a) Explain the purpose of a job application letter. (5)
- b) Identify and discuss at least five (5) things you need to consider in planning for a successful interview. (20)

[25 marks]

END OF EXAM