



ZIMBABWE

**MINISTRY OF HIGHER AND TERTIARY EDUCATION,
INNOVATION, SCIENCE AND TECHNOLOGY DEVELOPMENT**

**HIGHER EDUCATION EXAMINATIONS COUNCIL
(HEXCO)**

NATIONAL CERTIFICATE

IN

BUSINESS, MANAGEMENT, OFFICE MANAGEMENT, MECHANICAL, CLOTHING,

SUBJECT: Basic Communication

PAPER NO: 310/19/S02

DURATION: 3 hours

MARCH/APRIL 2025 EXAMINATION

REQUIREMENTS

INSTRUCTIONS TO CANDIDATE

- 1. Answer all questions.**
- 2. Start each answer on a fresh page.**

QUESTION 1

Comprehension [20 marks]

Read the following passage and answer the questions which follow.

More local horticulture farmers should venture into organic production of fresh produce, which is on high demand in Sweden and the larger European Union market.

Zimbabwe is exporting between US\$120 million and US\$122 million worth of horticulture products annually, a figure below the country's peak of about US\$143 million between 1998 and 1999. At the time, Zimbabwe's horticulture sector contributed 4,5 percent of the Gross Domestic Product (GDP) compared to less than one (1) percent presently. Speaking during a two day virtual seminar organised in partnership with ZimTrade last week, an official from Open Trade Gate Sweden, Mr. Cyrille Hugon said organic production was a fascinating field that is registering significant growth in Europe as buyers from that market are craving for organic fruit and vegetables.

Open Trade Gate Sweden is a non-governmental organisation tasked with assisting exporters from developing countries such as Zimbabwe interested in the Swedish market.

“Organic production is a fascinating field, which is indeed a growing trend in Europe as you certainly know that buyers in Europe are requiring more and more organic products,” he said. “If you want to go into organic production, it is more than just changing your inputs from synthetic to just organic. It is really a choice that you make to change your farming system.”

Mr. Hugon advised local farmers to do market analysis before venturing into organic production so that they know what is on demand in particular markets.

Zimbabwe has a number of horticulture products that include citrus fruits, flowers, peas, chillies, sugar snaps and berries among others. Prior to embarking into organic farming of fresh produce, Mr. Hogon said potential exporters also need to see if they can meet other market requirements such as the volumes, packaging, logistics and the type of certification the market may require.

He also understands the need to do a cost-benefit analysis as moving into organic production is actually a long-term investment where costs are incurred.

“The benefits of course, are that you get higher prices for your products when they are organic. The inputs might be a bit cheaper and also there are non-economic parameters to take into consideration, not just prices,” said Mr. Hugon.

According to ZimTrade, Zimbabwe has a potential to generate more than US\$1 billion from exporting horticulture products around the world, taking advantage of the country's favourable climatic conditions and private sector participation. Official

PAPER NO: 310/19/S02 – BASIC COMMUNICATION

data shows that some of the products already contributing to the country's export earnings are citrus fruits at 32 percent, flowers 25 percent and peas 19 percent.

[Extracted from The Chronicle, 20 October 2020]

- a) Give a suitable title of the passage. (1 mark)
- b) Cite the reasons for more local horticulture farmers' venture into organic production of fresh produce. (1 mark)
- c) When did Zimbabwe reach its "peak" on export of horticultural produce? (1 mark)
- d) What is meant by GDP? (1 mark)
- e) Using information in the passage, giving an example distinguish developing and developed country. (2 marks)
- f) According to Mr. Hugon, why should local farmers carry out a market analysis before they venture into organic production? (2 marks)
- g) Provide with examples horticulture products that the author identified in the passage. (2 marks)
- h) Prior to embarking into organic farming what are the requirements the potential exporters should meet? (2 marks)
- i) What are the advantages for a cost-benefit analysis upon moving into organic production as suggested by Mr. Hugon? (2 marks)
- j) According to ZimTrade from which sources Zimbabwe should take advantage to generate much money out of horticultural products? (2 marks)
- k) Give another word(s) with the same meaning as those used in the passage:
 - Annually (1 mark)
 - Peak (1 mark)
 - In partnership (1 mark)
 - Export earnings (1 mark)

PAPER NO: 310/19/S02 – BASIC COMMUNICATION

QUESTION 2

THEORY OF COMMUNICATION

(20 marks)

- a) Define thoroughly the term communication. (2 marks)
- b) Explain the importance of feedback in the communication process. (4 marks)
- c) Distinguish oral communication from written communication. (6 marks)
- d) Citing examples, explain formal and informal communication in an organisation. (6 marks)
- e) Explain what you understand by communication barrier. (2 marks)

QUESTION 3

SCHEMATIC REPORT

(20 marks)

You are the Human Resources Manager of Citrus Refreshments (Pvt) Ltd. For the past 2 years your company has been experiencing high rate of staff turnover in critical positions of various departments.

Following a management meeting on this issue, the General Manager asked you to investigate and submit a report with recommendations. Your report is to be in schematic form.

QUESTION 4

MEMORANDUM

(15 marks)

You are the Branch Manager of Kings Bank Ltd which has one branch operating in your province. As a result of extensive marketing of your products and services, the branch now boast of an overwhelming number of clients to the extent that your banking hall and the number of your staff are no longer coping within the normal hours prescribed by the authorities.

Write a memorandum to the General Manager concerning this issue and suggestions on how to address it.

PAPER NO: 310/19/S02 – BASIC COMMUNICATION

QUESTION 6

LETTER

(15 marks)

As the Credit Controller of a retail shop, write a final letter of demand to a client who failed to pay his instalments for the past six months. The client owes your firm \$5 000.00 and was not honouring all the previous reminders which were sent to him by yourselves.

QUESTION 6

LANGUAGE

(10 marks)

Explain the meaning of the following figuratives:

- a) To stick to your guns (2 marks)
- b) To open old wounds. (2 marks)
- c) To cry over spilt milk (2 marks)
- d) Another feather on one's hat (2 marks)
- e) To have more fish to fry (2 marks)

.../jl