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2ND SEM. 2004/2005

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UNIVERSITY OF SWAZILAND

FINAL EXAMINATION PAPER

PROGRAMME DEGREE IN AGRICULTURAL ECONOMICS

COURSE CODE: AEM 407

TITLE OF PAPER: BUSINESS COMMUNICATION

TIME ALLOWED: TWO (2) HOURS

**INSTRUCTION: ANSWER QUESTION ONE AND TWO: PLUS ANY OTHER
TWO QUESTIONS**

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THE CHIEF INVIGILATOR**

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Instruction: Answer questions 1 and 2, plus any two other questions. Credit will be given for creativity, maturity of thought, and for organisation of ideas.

1. Nombulelo and Sindi Dlomo, 12-year-old twins, saved up to E396.00 cleaning people's homes to buy their mother a cellular phone for her birthday. Filled with excitement, the twins walked to a local shop. They decided to buy a pre-used cell phone for E390.70. The saleslady, however, not only refused to attend to them until all the adults had been served, but also questioned them on where they had got the money. When the children told her tearfully that they had worked in people's homes, she sold them the cellular phone that was on display. It had already been unpacked, and she gave it to them unsealed. The antenna looked defective, slightly chipped.

One week after their mother, Mrs Dlomo, had opened the present, the cell phones' antenna would not extend properly, a problem created by the abuse the cell phone when it was on display. The children decided to return the cell phone, get a replacement or a refund. The saleswoman refused. Instead she accused them of breaking the antenna through rough treatment.

The children were devastated. They felt very humiliated and hurt after being thoroughly intimidated by the rude and abusive saleswoman. After hearing the details of the incident, Mrs Dlomo decided to write two letters – one to the saleswoman, whose name was on the receipt, the other to the shop manager.

Questions

- a. Outline the communication problems involved in this episode. **10 marks**
 - b. Write the letter to the saleslady. (*Invent names*) **15 marks**
 - c. Write the letter to the Shop Manager **15 marks**
2. a. What would you consider to be the most important qualities of a business report and why? **8 marks**
- b. The General Manager has asked you as Personnel Assistant, to investigate the causes of discontent and the relentless staff turnover in the Production Department of the company you work for. You have talked to a number of employees individually, you have held meetings with supervisors and employee representatives, and you have observed the work ethics of both the workers and their supervisors over a period of time. You have also held private discussions with the managers in the various departments.
Draft the report using memo format. Include recommendations. **12 marks**
3. The way one dresses and looks can be communicative. Describe, citing specific interpersonal situations, how communicative one's appearance can enhance communication effectiveness. **20 marks**

4. You are the General Manager of a firm that sells farm produce. Trucks belonging to a company whose warehouses are adjacent to yours often block your right of way. Your clients have sometimes turned back after failing to negotiate entry to your premises. As General Manager, write a letter of complaint in a firm but tactful tone, giving recent instances of obstruction and requesting an end to the inconvenience. 20 marks

5. Compare the effectiveness of:
a. oral communication with written communication 10 marks
b. verbal communication with nonverbal communication. 10 marks
Describe specific situations to illustrate your answer.

6. Describe the Johari Window. Explain, citing specific situations, the role it plays in interpersonal communication interactions. 20 marks