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UNIVERSITY OF SWAZILAND

SUPPLEMENTARY EXAMINATION PAPER

PROGRAMME: **BACHELOR OF SCIENCE IN AGRICULTURAL
ECONOMICS AND MANAGEMENT - YEAR IV**

**BACHELOR OF SCIENCE IN HOME
ECONOMICS - YEAR IV**

COURSE CODE: **AEM 407**

TITLE OF PAPER: **BUSINESS COMMUNICATION**

TIME ALLOWED: **TWO AND A HALF (2½) HOURS**

INSTRUCTION: **ANSWER FOUR (4) QUESTIONS: *QUESTIONS 1
AND 2 PLUS ANY OTHER TWO QUESTIONS***

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GRANTED BY THE CHIEF INVIGILATOR**

Instruction: *Answer questions 1 and 2 plus any two other questions.
Credit will be given for creativity, as well as for logical
presentation of ideas.*

1. You are the Training Manager in your organisation. Recently the company has introduced a lot of modern technology in the factory and in the offices. A survey you carried out lately has revealed that there is need to train (or retrain) staff for optimum productivity. Write an appropriate memo to the Chief Personnel Officer, suggesting that key personnel from every section attend a workshop you would organise and run. You also feel that enlisting the help of experts from industry will be necessary. 25 marks

2. You are launching a new business in a semi-urban area very soon. You have decided to invite prominent businesspersons as well as other dignitaries to witness the launch, and to dinner after the launch. Write:
 - a. *speech* you would deliver during the launch 15 marks
 - b. a *letter* inviting the important guests. 20 marks

3. Northrop Frye described advertising thus: "Advertising – a judicious mixture of flattery and threats." Explain, with examples, in what way advertising is a flattery and in what way it is a threat. 20 marks

4. Gugu Dlamini, an accounts clerk, reports to you. Of late she has been submitting her returns late and this has been making it impossible for you to meet your deadlines. You wish to improve her performance. What action would you take to resolve the problem? Explain why you think the action you propose to take is the best one. 20 marks

5. A client you have relied upon for many years has defaulted payment of a E23 035 debt owed to the company. The debt is five months overdue. You have already sent two reminders but have received no response. Write the letter you would now send to the client so that they pay without further delay. Invent names and addresses. 20 marks

6. Explain, with examples, what is meant by body language. Describe its role in the interpersonal communication process. 20 marks