

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER (2005)

DEGREE/DIPLOMA AND YEAR OF STUDY: DEGREE V

TITLE OF PAPER: BUSINESS COMMUNICATIONS (BA 312)

TIME ALLOWED: TWO (2) HOURS

EXAMINATION INSTRUCTIONS:

1. NUMBER OF QUESTIONS IN THIS PAPER: 5.
2. ANSWER SECTION A, WHICH IS COMPULSORY AND ANSWER ANY TWO (2) QUESTIONS FROM SECTION B.
3. THE MARKS AWARDED FOR A QUESTION/PART OF QUESTION ARE AS INDICATED AT THE END OF EACH QUESTION/PART OF QUESTION.

NOTE:

YOU ARE REMINDED THAT IN ASSESSING YOUR WORK, ACCOUNT WILL BE GIVEN OF THE ACCURACY OF RESPONSES, LANGUAGE AND THE GENERAL QUALITY OF EXPRESSION, TOGETHER WITH THE LAYOUT AND PRESENTATION OF YOUR FINAL ANSWER.

THIS PAPER MUST NOT BE OPENED UNTIL THE INVIGILATOR HAS GRANTED PERMISSION.

GOOD LUCK !!!

UNIVERSITY OF SWAZILAND**FACULTY OF COMMERCE****FINAL EXAMINATION (DCOM 111 AND IDE YEAR 4)****Subject: Business Communication (BA312)****Lecturer: Steve N. Isichei****Instruction: Answer all the questions in Section A and ANY two questions in Section B.****SECTION A (40 MARKS)**

Study the following scenario carefully and then answer the questions that follow

It is 8h45 at a company called Creative Solutions. Office hours are between 08h00 and 17h00. Ms. Fadwah Benting walks into the office while the telephones are ringing continuously. Mr. John Chen, her personal assistant (PA), is not at his desk. She nevertheless ignores the ringing of the telephone.

Ms. Benting: This office is becoming like the Cape Town station. Everybody does their own thing. When will we realise that this type of unprofessional behaviour will cause the company to lose all their clients, which will eventually lead to unemployment. (Ms. Prennett Msiza, a personal assistant in another department and a friend of Ms. Benting, walks behind her with two mugs of coffee)

Ms. Msiza: Well, as you're the office manager, why don't you do something about it? It's not going to help if you complain all the time

Ms. Benting: (hesitates and is about to respond when Mr. Chen rushes in, out of breath. She directs her communication towards him instead). Mr. Chen, I am sick and tired of people taking advantage. Why are you so late? Where do you come from? You are supposed to be my PA, not me yours

Mr. Chen: But, but

Ms. Benting: I'm interested in any of your excuses. You will receive a warning letter about your punctuality or lack thereof

Ms. Msiza: I wish people would remember that using African time, as an excuse is not acceptable

Ms. Benting: Mr. Chen, I will not accept such disrespect from

Mr. Chen: (moves towards Ms. Msiza, who steps back quickly). Well, I will not take any more verbal abuse from either of you. Ms. Msiza, you are also a PA and not even in this department. You should keep that in mind and perhaps think of being at your desk

Ms. Benting: Mr. Chen, I think you have said more than enough, and in your interest, I would suggest that you keep quiet

Mr. Chen: Ms. Benting, I am tired of doing your work. I am your PA not your slave. For your information I was supplying Mr. Molamu with the latest sales figures. He wanted to see you at 8h00 and you were not in yet. He needed the figure as soon as possible and asked if I could assist. Seeing that I had provided you with the sales analysis, I was able to give him the information he required. Considering that I was at my desk at 7h45, I think it would be a bit silly for me to receive a warning letter about punctuality. And for your information, respect is something that you earn, and you definitely haven't earned mine

Ms. Benting: Well, I I I

QUESTIONS

1. Discuss the term barriers to communication. Identify three barriers to communication in the case study. Discuss each barrier with an example from the case study (10 Marks)
2. Do you feel sympathetic or empathetic towards Mr. Chen? Give reasons for your answer (5 Marks)

3. Using the case study, give five reasons, explaining why intercultural communication skills are so important in the organisation (10 Marks)
4. Who is the most effective communicator in the case study? Give your reasons for this answer (5 Marks)
5. In the case study Ms. Benting hears but she does not listen. Discuss five strategies, which she can employ so as to become a better listener (10 Marks)

SECTION B (30 MARKS EACH)

- 1(a) Distinguish between Advertising and Sales Promotion (2 Marks)
- (b) Identify the advantages and disadvantages of Publicity as a method of external communication (8 Marks)
- (c) Discuss the six planning steps for writing a report (10 Marks)
- (d) Discuss the rules for effective e-mail messages (10 Marks)
2. Identify the different flows of communication in an organisation, their functions and examples of each of them (30 Marks)
- 3 (a) You have been invited to attend a selection interview for the position of an Accounts Officer. Identify steps to be taken to prepare for the interview effectively (10 Marks)
- (b) Discuss the factors that count against a job applicant (10 Marks)
- (c) What are the characteristics of an experienced negotiator? (10 Marks)
- 4(a) Identify and discuss any five factors for analysing an audience (10 Marks)
- (b) Suggest ways of overcoming stage fright during a presentation (10 Marks)
- (c) Write a letter of complaint for a faulty computer sold to you and a letter of adjustment in response (10 Marks)