

UNIVERSITY OF SWAZILAND

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

SUPPLEMENTARY EXAMINATION PAPER (2005)

DEGREE/DIPLOMA AND YEAR OF STUDY: DEGREE V

TITLE OF PAPER: BUSINESS COMMUNICATIONS (2005)BA 312

TIME ALLOWED: TWO (2) HOURS

EXAMINATION INSTRUCTIONS:

- 4. NUMBER OF QUESTIONS IN THIS PAPER: 5.
- 5. ANSWER SECTION A, WHICH IS COMPULSORY AND ANSWER ANY TWO (2) QUESTIONS FROM SECTION B.
- 6. 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
SUPPLEMENTARY EXAMINATION - 2005
BUSINESS COMMUNICATION – DCOM III

INSTRUCTIONS

1. Answer all the questions in section A and any two questions in section B.
2. Write clearly and legibly
3. Marks will be awarded for orderly presentation of work, grammar and neat work

SECTION A (40 Marks)

Swaziland Steel Company is the largest steel manufacturing organisation in the country. Its staff is made up of people from different countries. The first five years of the company's operation witnessed business boom. However, in the first quarter of the sixth year, profit of the company declined drastically. This gave the management of the company something to worry about.

The managing director called a meeting of the management staff of the company to discuss the reason for such a sharp decline and ways of reverting the situation. During the deliberation, it came out clearly that staff members were no longer supportive of one another because of their various cultural backgrounds. This has negatively affected the effectiveness of communication in the organisation. Suggestions were made to the effect that employees from other countries should be relieved of their duties immediately. Some of the management staff believe strongly that if this action is taken, profit will further decline.

1. Suggest to the management of the company ways of improving effectiveness of multicultural communication in the company (15 Marks)

- 60
2. Discuss the duties of the Managing Director as the Chairperson of the meeting (10 Marks)
 3. What factors other than culture could be responsible for the ineffectiveness of multicultural communication (10 Marks)

SECTION B (30 Marks Each)

- 1 (a) Briefly explain the importance of non-verbal communication to the success of an organisation's communication (15 Marks)
(b) Discuss the rules for effective telephone conversations (15 Marks)
- 2 (a) Identify the reasons why the newspaper is the most widely used medium of communication in the business world (20 Marks)
(b) Prepare a detailed curriculum vitae of yourself relevant for the position of a marketing officer (10 Marks)
3. (a) According to Adey and Andrew, certain principles should be observed when writing a business letter. Identify and discuss in detail these principles (20 Marks)
(b) Discuss the procedures that must be followed during a formal meeting (10 Marks)
- ← 4. The Internet has contributed immensely to the success of many organisations. Discuss this statement (30 Marks)