

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**

**MAIN EXAMINATION 2006**

**FULL-TIME AND I.D.E.**

**TITLE OF PAPER : BUSINESS COMMUNICATION**  
**COURSE : BA312**  
**DEGREE AND YEAR : DIPCOM 3**  
**TIME ALLOWED : TWO (2) HOURS**

**INSTRUCTIONS:**

- 1. THIS PAPER CONSISTS OF SECTION (A) AND (B)**
- 2. SECTION (A) IS COMPULSORY**
- 3. ANSWER ANY TWO (2) QUESTIONS FROM SECTION B**

**NOTE; MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH  
AND FOR ORDELY PRESENTATION**

**THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL INVIGILATOR HAS GRANTED PERMISSION**

## SECTION A [COMPULSORY]

READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS BELOW

### THE INTERVIEW

Nomsu Motsepe had been interviewing job applicants for the trainee manager position since 8.30 am. It was now 4 pm and she was looking forward to a short break before the final interview of the day. She checked her schedule - Gavin Stephens, 4.30 pm. She decided to have coffee sent in to her office, as she didn't have time to go to the canteen.

Unfortunately, Gavin, who had lost his way, was 20 minutes late. As a result the interview began with Nomsu's feeling irritable and Gavin flustered.

**Nomsu:** Good afternoon, Mr Stephens. Take a seat.

**Gavin:** Thanks Mrs er Ms Mots . . . er

**Nomsu:** MOTSEPE. Right. Let's get started straight away. What made you apply for this particular job, Mr Stephens?

Gavin shuffled in his seat and Nomsu noticed that he kept adjusting his tie.

**Gavin:** Sorry, I'm a bit hot after running here. Phew! Um . . . well I've done a management course at Tech and I . . . this ad. said it was for a trainee manager.

**Nomsu:** I see. Do you know anything about ABC Ltd?

**Gavin:** Ja, don't you make toys and that sort of stuff?

**Nomsu:** You could put it that way. Mr Stephens, we're looking for someone who can think creatively — do you have any hobbies or activities that are creative at all?

**Gavin:** Um, not really. I surf in the summer . . . But I enjoy working with people.

**Nomsu:** Can you give me any examples?

**Gavin:** What d'you mean?

**Nomsu:** Well, have you worked in a team, or perhaps organized a surfing competition?

Gavin looked around the room for a few seconds. His gaze settled on Nomsu's coffee cup.

**Gavin:** I must have — I just can't remember now. Um . . . I led a group of scouts on a two-day hike. Oh yes! I was a member of the Debating Society at school. That can be pretty creative!

**Nomsu:** Right. Mr Stephens, we are hoping to fill this position by the end of October. Would you be available then?

**Gavin:** Yes. I can't wait to stop delivering pizzas.

**Nomsu:** Hmm. Well, I think that's it. Is there anything you'd like to ask me about the firm, or the position?

**Gavin:** Er . . . is there a bar on the premises? I wouldn't mind something cool to drink.

Unfortunately, Nomsu did not find Gavin's attempted joke funny.

**Nomsu:** Right. If that's all . . .

Nomsu rose briskly and extended her hand, which Gavin shook firmly.

**Gavin:** Thanks. Sorry I was late. Goodbye Mrs Motsepe.

Gavin left hurriedly, leaving Nomsu nursing her crushed hand.

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Source: Michael Fielding. *Effective Communication in Organizations* 2004

## QUESTIONS

- a) What factors led to a poor start to the interview? (5MARKS)
- b) Outline the non-verbal behaviour of Gavin Stephens during the interview, and then discuss the messages communicated by such behaviour. (15MARKS)
- c) Explain how Gavin should have prepared for the interview. (10 MARKS)
- d) How should have Mrs Motsepe conducted the interview? (20MARKS)