

**UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE**

DEPARTMENT OF BUSINESS ADMINISTRATION

MAIN EXAMINATION 2007

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 ORDERLY 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

It was a warm and sunny afternoon, perfect for the first annual Africa Culture Festival. In the gardens around the lake, families were busy watching mime artists from Kenya, puppeteers from South Africa, artists from Zimbabwe, musicians from Zambia, and many were tasting a variety of foods being prepared by people from different African countries.

But Anna Lekotse, the festival organiser, was worried. Ben Smith, the president of the festival's main sponsor, had just arrived — almost an hour late. A large crowd had already gathered in front of the stage, waiting for the opening ceremonies, which Anna had delayed until Ben got there. As Anna led Ben to the stage, she was aware that the audience was made up mainly of families, many with toddlers. Most were the parents and siblings of children who were scheduled to perform in the opening ceremonies. Many had grown impatient, but Anna hoped to recapture their interest with her opening speech. She wanted the crowd to *give* the president a warm reception because funding for next year's ceremony might depend on it.

Anna stepped to the microphone and began her speech. As she spoke she could see people looking at their watches and "whispering to one another. A number of young children were out of their seats, making it difficult for others in the audience to hear. Anna knew that she had to act quickly.

"I'm glad to see so many children here today," she said, "because our opening show is going to be a special treat. Are you ready for a treat? I know I am. The reason we're running late is because I wanted one very special guest to arrive before we begin. I wanted him to see these wonderful opening ceremonies. I wanted him to see what our children can do. Because once he does, I think he'll be as proud as we are of their talents and accomplishments. Personally, I'm glad we waited, and I think once you meet our guest, you'll be glad too."

Most of the audience, including the children, were now listening intently, and quite a few were smiling. Anna could see their that mood had changed. When she introduced Ben, he was greeted with enthusiastic applause. As he took the microphone, he apologised for being late and promised his support for future festivals. When he had finished speaking, he sat down next Anna. "Thanks," he said to her as he took his seat. "That was really nice of you."

CASE ADAPTED FROM LUCAS SE. 1995 THE ART OF PUBLIC SPEAKING. 5TH EDITION. NEW YORK: MCGRAW HILL

QUESTIONS

1. What sort of noise or interferences did Anna notice at the beginning of her speech and how did she deal with the interferences? (15 MARKS)
2. Discuss the four major functions of an effective introduction during an oral presentation. (20 MARKS)
3. What message does Anna want to communicate to the audience and do you think she succeeded? Support your answer. (15 MARKS)

SECTION B

ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION 2

- a) Explain how you can use the AIDA model to create a persuasive message. (16 MARKS)
- b) Define primary and secondary research, and explain when each method can be used. (9MARKS)

QUESTION 3

- a) Discuss the differences between informational reports and analytical reports, giving examples. (15 MARKS)
- b) Explain the difference between a synopsis and an executive summary. (10MARKS)

QUESTION 4

- a) Describe what ethics are, and then discuss the unethical behaviour apparent in business communication. (15 MARKS)
- b) Explain the stages in a successful employment interview. (10 MARKS)

QUESTION 5

- a) Discuss how meeting technologies can help participants communicate more successfully. (15 MARKS)
- b) Using a company of your choice, outline the essential elements of minutes of meetings. (10 MARKS)